

LIFE



MIGS

MAY 10, 1937

10 CENTS

**A necessity in airplanes
... a big help in cars**

Follow the lead of major air lines and fill your car's tank at pumps marked "Ethyl." Here you get—



Over 100,000 gasoline dealers say,
"Our best grade is marked Ethyl."

- 1 More anti-knock fluid (containing lead tetraethyl) at pumps marked "Ethyl" than you get in the best regular-grade gasoline.
- 2 All-round quality (including quick starting) that is *double-tested*—by the oil company and by the Ethyl Gasoline Corporation.
- 3 100% performance from your high compression engine.
- 4 Saving on oil as well as gas by preventing knock and overheating.

NEXT TIME GET ETHYL . . . A BETTER RUN FOR YOUR MONEY

DO YOU EVER GET BORED WITH...



Brushing your teeth with the same old lifeless dentifrice?



Combing your hair in the same old way?



Eating the same old breakfast?
Reading the same old paper?



Playing bridge with the same old friends in the same old way?

YOU NEED A CHANGE!

Start with this
delightful new
soapless
TOOTH POWDER

Taking soap out of tooth powder is the first real improvement in years. Here's a new dentifrice that will delight you as no tooth powder ever has before... an utterly different tooth powder that sets a new high in cleansing the teeth and refreshing the mouth.

I DIDN'T DREAM A POWDER
COULD BE SO DELIGHTFUL
AS SOAPLESS
LISTERINE TOOTH POWDER



OMITTING SOAP
PERMITS THE USE
OF STIMULATING
CLEANSERS
COSTING 100%
MORE

If you want to feel how really stimulating a tooth powder can be, try the new Listerine Tooth Powder made without soap.

Omitting soap enabled us to use finer cleansers, more brilliant polishers that never could be used with soap because they were soap's chemical enemies.

In the place of soap, we use an amazing new ingredient that out-cleans and out-foams soap. We learned the secret from wool growers who found that soap had failed them in the washing of dainty wools.

This ingredient we employ in Listerine Tooth Powder. The moment you try it you have something better, more satisfying, safer. At your druggist in two sizes, 40¢ and 25¢; both economical. LAMBERT PHARMACAL CO., St. Louis, Mo.



Rub it between your fingers

None of that greasy feeling you get with ordinary tooth powders; just clean, satin-soft cleansers 100% content.



Sprinkle it in the air

See how it floats there—so light, so dainty—instead of dropping quickly to the floor as heavier powders do.

CONTAINS NO SOAP
YET OUT-FOAMS SOAP



FAMILY NEWS: BUY IT IN MAY AND IT LASTS THROUGH JULY

This One



Enjoy a Tom Collins
that's

RICH TO THE LAST SIP

Melting ice won't spoil the deeply infused flavor of Seagram's "Soft-Stillled" Gin.

That last "inch" of your Collins ... does it taste weak, watery? Not if you use Seagram's "soft-stilled" gin. Even a big batch of Martinis keeps rich despite melting ice.

To infuse the rich flavor of aromatic herbs and berries into the gin, we imported a famous 100-year-old still. We took it apart piece by piece—reproduced it identically.



Make this easy test. Pour a teaspoonful of Seagram's Gin into a large-size glass of water. Stir it...smell it...taste it. You still get a full-bodied aroma and flavor.

Seagram's

KING ARTHUR

Gin

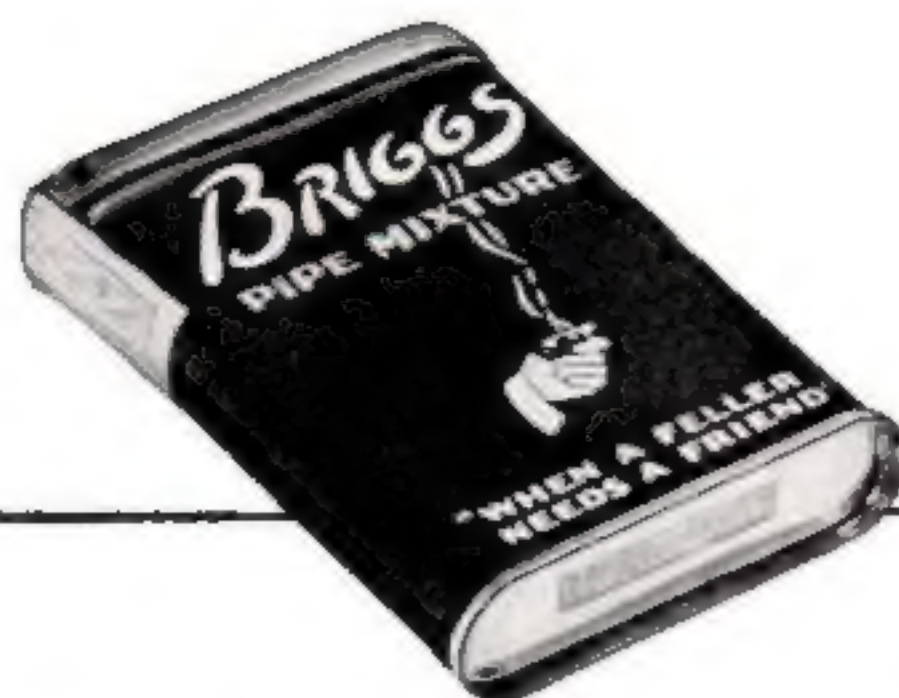
COOL OFF!

Shake up this Golden Fizz—mix thoroughly with ice the yolk of 1 egg, juice of 1 lemon, 1 teaspoonful sugar, 1 jigger Seagram's Gin. Add charged water. Serve in small highball glass.

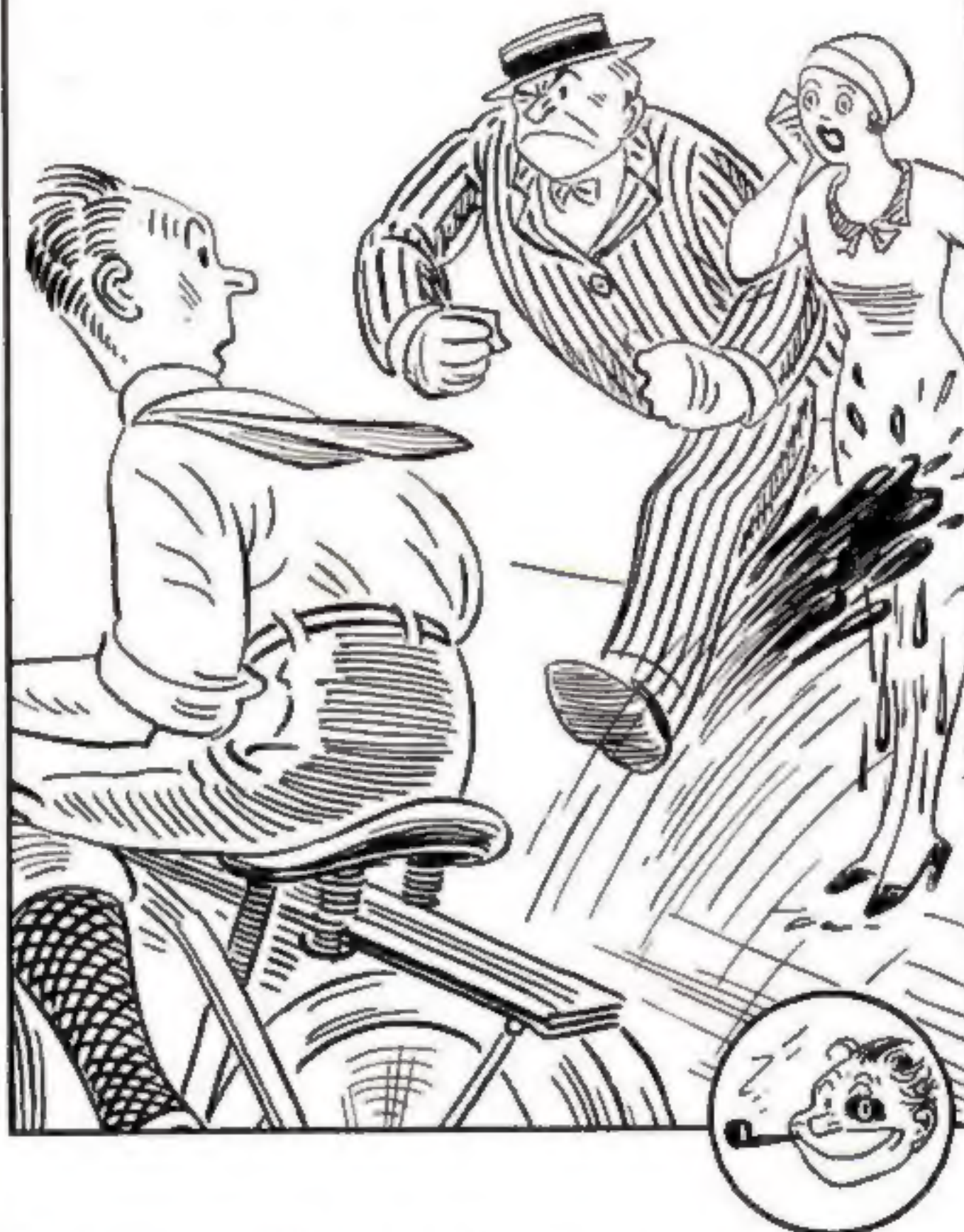
Distilled London Dry Gin made from 100% American Grain Neutral Spirits. 90 proof.

It's "Soft-Stillled"

Seagram Distillers Corp., Offices: New York



"WHEN A FELLER NEEDS A FRIEND.."



Briggs will soothe your troubles!

IF YOU'VE been smoking expensive pipe mixtures, you're especially the man we want to try Briggs. Thousands of men like yourself have found more smoking pleasure in Briggs than they ever got before at any price.

That's natural enough. Briggs is a luxury blend—made of several exceptionally

choice pipe tobaccos, each one aged-in-wood for four full years. The result is rich, fragrant flavor plus delightfully mellow smoothness. Until Briggs was introduced, such a blend of fine, fully-aged tobaccos was found only in high-priced mixtures. Briggs is only 15¢. But don't let that low price fool you. Just try it!

Copyright, 1937, by F. Lorillard Co., Inc.

DU PONT PAINTS for EVERY PURPOSE in Home and Industry

She's glad it's
DULUX
on her refrigerator



Proud Owner who is glad she asked for Dulux finish on her refrigerator. She's one of three million.



Time Slides By... Days, months, years... Dulux still gleams with new-snow-in-the-sun whiteness.



Household Accidents fail to dim its beauty, because Dulux is so tough... and so easily cleaned.

DU PONT

Paints...Varnishes
Enamels...Lacquers
DU CO-DULUX

"sweet" on **whiskey sours?**



make your next drink
GREEN RIVER



Trade Mark Reg. U. S. Pat. Off.

BLENDED WHISKEY — THE WHISKEY WITHOUT REGRETS

OLD TYME DISTILLERS, INC. Main Office: New York, N. Y.

Distilleries located at Maryland, Kentucky and New Jersey . . . 75% grain neutral spirits — 90 PROOF.

**"RECKLESSNESS OF OTHERS
USED TO COST US THOUSANDS . . .
now SAFETY saves my firm — and can
save you - Plenty on your Auto Insurance . . ."**



"The bill for accidents in our industry many years ago used to be a big one. Then a group of the most safety-minded firms formed American Mutual to distribute their insurance risks and keep their insurance costs low.

"Later their employees and others began to insure their autos with American Mutual. Careful selection of firms and automobile owners is still one reason why losses are low — and they have kept up the 50 year record of dividends to policyholders of 20% or more."

You, too, if you are a safety-minded driver, can join these safety-minded leaders of American industry and share in the earnings. The company's conservative management gives you security; its many branches give you immediate service wherever your automobile may take you.

Send the coupon today — be among those with an opportunity to share in lower insurance costs through driving safely.

ONE YEAR'S OIL FREE!

... That's what some of our policyholders received last year in the form of their dividend from auto insurance. In your state, the dividend might be even more. Why not fill out the coupon—we'll tell you exactly how much a 20% dividend would be.

TOP MEN IN INDUSTRY . . .
men whose judgment you can trust . . . insure their own cars and their firms' with American Mutual.

*Admitted Assets: \$29,786,487.87
Liabilities: \$24,777,652.84
Surplus to Policyholders: \$5,008,835.03
As of Dec. 31, 1936*

FREE 16 PAGE BOOKLET ON SAVING WITH SAFETY

American Mutual Liability Insurance Co.
Dept. 73, 142 Berkeley St., Boston, Mass.

Please send me your 16-page folder on automobile insurance — no obligation.

Name _____

Firm & Address _____



American Mutual

CHOSEN BY AMERICA'S LEADERS WHO

Save with Safety

AUTOMOBILE INSURANCE

CARRY
EVERYTHING
in one Bag
NO WRINKLES
EN ROUTE



Fulco
TRAV-L-BAG



FOR THE WELL-
PRESSED MAN... this 3-
compartment wardrobe
bag will save time, an-
noyance and pressing
bills. Roomy coat
length suit section
holds 2 suits. Just hang
them in... and take
them out when you ar-
rive as fresh and wrin-
kle-free as when you
packed.

\$10⁷⁵

Trade Mark Reg.
Patent Pending

OUTSIDE POCKET

for shirts,
underwear, etc.
Zipper openings
on both inside
and outside make
this pocket dou-
bly accessible.

Another
OUTSIDE POCKET

for shoes,
kit and bulky
articles... Keeps
them separate
from other con-
tents and pre-
vents wrinkling.

FULTON BAG & COTTON MILLS Travel-Bag Division
Atlanta St. Louis New Orleans Kansas City, Mo.
Dallas Dallas Minneapolis Brooklyn

Other Trav-L-Bag styles, \$5.50 and \$7.75 at de-
partment stores, men's wear and luggage shops

LETTERS TO THE EDITORS

Air Photographs Sirs:

Of all the photographs which fascinate the average reader, aerial photographs are supreme. Comparatively few of the continent's population do any flying and consequently the only way they can get a bird's-eye view of things is from aerial photographs.

I have no idea of the layout of Denver, St. Paul, New Orleans, Newark, Birmingham, Philadelphia, Topeka, St. Louis.

There is no series of pictures you could run that would appeal to me more.

WM. E. THOMSON
Vancouver, B. C.

For air photographs of Muncie, Ind. taken by LIFE's Staff Photographer Margaret Bourke-White as a routine part of her assignment, see page 15.—ED.

Air Hostesses (cont'd)

Sirs:

May I suggest that after this Mrs. Frye patronize United Air Lines if she wants someone to care for herself and baby. I traveled from Los Angeles to Camden on that line and was greatly pleased with the service I received. I also had a year-old baby with me and was deathly ill the entire trip. The hostess was always on hand to help me. She fed the baby, changed her diapers and held her while she slept. At every landing she took care of the baby while I walked up and down the field.

BEATRICE CLARK
Long Beach, Calif.

Sirs:

I am the griper who knocked TWA hostess service for babies. Since learning that the poor gal was suffering from rough passage as much as I, my comments in future will tell of an earlier trip with much pleasanter experience with hostesses. Sorry.

HARRIETT FRYE
Columbus, Ohio

"Suitable For Framing"

Sirs:

Mr. John Rivers, who writes to you in the April 26 issue, may have found only the Grant Wood picture suitable for framing, but I have had better luck. I have Rembrandt's *Self-Portrait*, Bone's *Bridge at Ronda*, and Cézanne's *House of Emile Zola* on my walls.

ROBERT P. LANG
Oberlin, Ohio

Roosters

Sirs:

LIFE, April 26: "There... 7,000 laying birds, aided and abetted by 300 willing roosters..." Since eggs for table consumption are preferably non-fertile, it is quite likely your reporter's enthusiasm ran away with his sense of accuracy. Of the 5,000 eggs produced daily on such a poultry farm, only the eggs to be used for hatching chicks would be fertilized. Your reporter will surely find, upon further investigation, that roosters do not aid or abet the production of 5,000 eggs daily. It may be that roosters give a little moral support by crowing lustily early in the morning, or by



I MADE THE BIGGEST MISTAKE
A MAN IN LOVE COULD MAKE!

YOUR MISTAKE CAN'T BE AS SERIOUS
AS YOU LOOK. WHAT'S WRONG?

SIMPLY THIS—I STOPPED
USING LIFEBOUY AND
BEFORE I KNEW IT I
LOST MY GIRL



I THOUGHT YOU WERE SMARTER
THAN THAT! DON'T YOU KNOW
LIFEBOUY CONTAINS A
SPECIAL PURIFYING
INGREDIENT NOT IN THE
OTHER WELL-KNOWN
SOAPS?

NOW I DO—
BUT HOW'S
MARIE TO
KNOW I
KNOW



I'LL HAVE A PARTY
AND INVITE YOU
BOTH. THEN IT'S
UP TO YOU

YOU'RE A
REAL PAL!



"B.O." GONE—Marie returns

I HAVEN'T HAD
SO MUCH FUN
IN AGES! YOU'RE
GRAND COMPANY!

HE THINKS
AND IS ALWAYS GOING
TO BE "GRAND COMPANY"
BECAUSE I'LL NEVER BE
GUILTY OF "B.O." AGAIN



Spring beauty tip!

WISER WOMEN entrust their precious skin to soap that is *thorough and mild*... Lifebuoy! Its purifying lather penetrates the pores, removes beauty-marring dirt and waste... and protects the skin's alluring smoothness. Lifebuoy's over 20% milder by test than many so-called "beauty" and "baby soaps." Lifebuoy

is used by more American women—men and children, too—for the bath than any other soap... These facts were revealed when 8 leading magazines questioned 120,000 women. Lifebuoy gives lasting freshness!

Approved by
Good Housekeeping Bureau

TRY THIS Milder LATHER FOR SOOTHING SHAVES

THIS SHAVING BUSINESS IS A HEADACHE. WITH MY HEAVY, BLACK BEARD I SHOULD SHAVE CLOSE. BUT IF I DO, MY FACE GETS ALL RED AND SORE

TRY LIFEBOUY SHAVING CREAM. I'LL BET A NEW HAT IT'LL GIVE YOU CLEAN, CLOSE SHAVES IN SOLID COMFORT. ITS LATHER HOLDS 52% MORE MOISTURE THAN ORDINARY LATHERS—WILTS THE STIFFEST WHISKERS

Send for a FREE Trial Tube

Men, Lifebuoy Shaving Cream is always a good bet! Try it—see for yourself. Get the big red tube at your druggist's. Or write Lever Brothers Co., Dept.

JIM WINS A HAT! I'VE JUST HAD THE CLEANEST, SMOOTHEST SHAVE EVER. LIFEBOUY IS MILD, TOO. SO EASY ON THE SKIN

A-245, Cambridge, Mass., for a free 12-day tube. This offer good in U.S. and Canada only.

Lot's milder than other leading shaving soaps

Copyrighted material



HOT WEATHER AHEAD!

Just like people, motors work with less comfort when the mercury goes up. That's why motor oil has a harder job in hot weather.

Pennzoil's extra margin of safety will protect every moving part of your motor against friction and wear all summer long.

For better performance, longer mileage, and lower costs, change now to the correct summer grade of Pennzoil.

FREE — Attractive, reflector-type safety signal for your car! Just print your name and address on a post card and send to Dept. H, The Pennzoil Co., Oil City, Pa.

*Lasts Longer—Lubricates Better—
Costs Less Per Mile*

Member Penn. Grade Crude Oil Assn. Permit No. 2

United Air Lines uses
Pennzoil in the world's
largest fleet of high
speed transport planes.



MORE MILES OF SAFE LUBRICATION



LETTERS TO THE EDITORS

(continued)

leering lecherously at the hens
through wire-netting partitions.
ARNE AUSEN
Chicago, Ill.

Iron Ore

Sirs:

Since metallurgical history is replete with instances where the low grade ore of yesterday becomes the high grade ore of today, it is not a "fact that there is a finite limit to the metal (iron) available to posterity," as stated in LIFE, April 19.

Even if there are only eight hundred million tons of high grade ore now worth mining, as stated by you (which would take a lot of proving) there is a million, million, million times as much of somewhat lower grade which will be worth mining tomorrow.

E. E. THUM
Editor

Metal Progress
Cleveland, Ohio

Natchez Legs

Sirs:

As a Natchezian, I want to protest against photographer Ed Lipscomb's choice of legs in the Natchez pictures in your April 26 issue. Really there are some mighty nice looking legs in Natchez.

MARY LAMBERT
Bronxville, N. Y.

LIFE's Parties

Sirs:

What have you done? It's really shocking and somewhat disillusioning to find out you didn't go to a party in the April 26 issue.

We did miss the party pictures and sincerely hope you will soon be back in the good graces of the social world. If parties are scarce let us know and we shall try to arrange something.

WILLIAM T. BAKER
GEORGE COOK III

Beta House
Hamilton, N. Y.

Sometimes LIFE goes to a party, does not have a very good time, hesitates to bore its readers. Other times, LIFE, like any social American, gives up its round of parties for a quiet visit to a chicken farm (LIFE, April 20) or an outdoor week end of trout fishing (see page 72).—ED.

Sirs:

I want to add my congratulations to all the others you have received on your very fine publication. It is easily the most popular magazine in this Club.

Upon reading "LIFE Goes To A Party" in last week's copy, I decided to ask you to come to the South's greatest party, the Cotton Carnival, to be held in Memphis from the 11th through the 15th of May.

RETA FREEMAN
Secretary

Tennessee Club
Memphis, Tenn.

LIFE is grateful for the invitation. What parties would LIFE's readers like to see LIFE attend?—Ed.

GIVE YOURSELF THIS HINT



Don Herold Says:

Others may wish they could

Don't depend on somebody else to tell you to use Mum.

People aren't *that* blunt.

Nobody talks much about such things.

Your friends may recommend shaving creams and motor cars and various new gadgets to you, and tell you what to do for a cold in the head, but they won't tell you you ought to start using Mum.

You've got to be your own SELF-STARTER on Mum. You don't even know your own need for Mum. You've got to WONDER if you need it, and make up your mind to use it so that there'll be no question about it.

You know you perspire. And, always where there is perspiration, you must guard against perspiration odor. A little Mum will destroy it definitely for the whole day (without interfering with perspiration itself).

Thousands of men now have the fine daily morning habit of using dabs of Mum under each arm, and again before evenings out—and touches to the feet to keep hose and shoe linings fresh.



THANK YOU, MUM

Hint yourself into this habit. Then the jar on your bathroom shelf will hint to you daily (with its pleasant fragrance) to keep on using it.

Start now by sending the corner of this page with your name for a free sample, to Bristol-Myers, Inc., Dept. Q157, 630-A Fifth Avenue, New York City.



MUM TAKES THE ODOR OUT OF PERSPIRATION



15¢ a Day Buys It... as little as 2¢ a Day Runs It!
**NEW FRIGIDAIRE WATER COOLER
 WITH THE METER-MISER**

FOR THE OFFICE

FOR THE HOME



A Remarkable New Cooler at the Lowest Price in History

● Never before has a water cooler offered such beauty, such outstanding performance and economy, for so little money.

This new FRIGIDAIRE WATER COOLER for offices and homes does a far better job than old-way methods and actually costs less! It brings you an abundant supply of cool, refreshing water... always convenient, always just the right temperature for health and real thirst-quenching satisfaction.

Yet operating cost is cut to the bone. For every one of these coolers has the famous METER-MISER, the simplest refrigerating mechanism ever built. It is exactly the same unit as used in Frigidaire refrigerators. And it comes to you with a 5-Year Protection Plan against service expense, backed by General Motors.

What's more, you enjoy dozens of other advantages never before available at this low price: Easy cleaning, fast cooling, Cold Control temperature regulator, "Freon-114" the safe refrigerant, and many other *exclusive* Frigidaire features.

This beautiful cooler may be had in a choice of Bronze or White Duco finish. Available for either Bottled Water or City Pressure Connection. Remember—15 cents a day buys it... as little as 2 cents a day runs it!

See this cooler at your nearest dealer's store. Or write for Free Booklet describing the full line of Frigidaire water-cooling equipment. Address Dept. 88-510, Frigidaire Division, General Motors Sales Corporation, Dayton, Ohio.



Every Frigidaire water cooler with the Meter-Miser carries a 5-Year Protection Plan against service expense on the mechanical unit.

Drink FRIGIDAIRE-COOLED



WATER for Better Health... Greater Efficiency

SPEAKING OF PICTURES . . .



LATE AFTERNOON BATHERS LIKE THESE ARE EXCEPTIONS IN JAPAN. MOST BATHING IS DONE AROUND NOONTIME



Old and new Japan meet on its beaches. The old wears kimonos over suits, bathes sedately. The new wears backless suits and rollicks. Though becoming increasingly popular, beach bathing is still indulged in mostly by wealthy and upper-middle classes.



Like any American girl, the modern Japanese maiden likes beach gymnastics. Young men, however, don't sport with young ladies. They go off for serious, strenuous swimming. Geisha girls, incidentally, don't go beach bathing. They refuse to expose their charms.

...THESE ARE BY A TOP-NOTCH JAPANESE CAMERAMAN



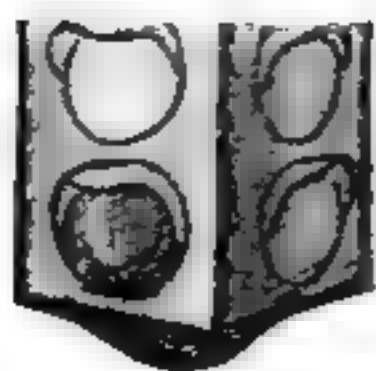
This pretty picture is the kind that delights Japanese photographers. Weary of arty, soft-focus scenes, they still appreciate the picturesqueness of old Japan, like to juxtapose the charms of its old fishing boats with the charm of its new bathing girls.



The Japanese are among the best photographers in the world. Among Japanese photographers none is better than Younosuke Natori, who is now in the U. S. taking pictures for LIFE. The Natori photographs on these pages show what first-rate Japanese cameramen like Natori do with their cameras. One-piece-suit bathing girls are still an innovation in Japan. Out of a day at a beach near Kobe, Natori built a little story. Its theme is that bathing girls in Japan are like bathing girls anywhere else. The girls below or above would seem entirely in place on a beach in New Jersey. Years ago, the work of Japanese photographers was full of cherry blossoms and kimonos. Today, a Natori turns his lens to showing how modern Japan grows up against old Japan. What results is not only pretty and picturesque photography but also very sharp reporting.



TWO JAPANESE GIRLS BASK ON A BEACH NEAR KOBE. ONLY YOUNG JAPANESE HAVE LEARNED TO ENJOY THE PLEASURE OF SUN-BATHING



Wherever you drive ...



Wm. Steig

It's the Costliest kind of driving you do!

How far can you drive your car today without making a stop? One block? Two blocks? How far?

If you're an average motorist, you put on your brakes and come to a halt *thirty times a day!*

And every time you start up, you can use enough gasoline to take you a third of a mile!

To reduce the waste of stop-and-go driving, Shell engineers developed a way to "balance" gasoline.

This balancing process completely rearranges the chemical structure of

gasoline . . . makes Super-Shell "digestible" for your motor, just as cooking makes food digestible for you.

"Motor-digestible" is the best way to describe this gasoline.

When you're starting, shifting, accelerating . . . at all times, your motor gets the full benefit of Super-Shell's high energy content.

And you get the savings!

The next time that you need gasoline, have your tank filled with Super-Shell. It's on sale at the Shell station in your neighborhood.

SUPER-SHELL



SPEAKING OF PICTURES
(continued)



AMERICAN-TYPE BEACH HATS SIT VERY WELL ON JAPANESE HEADS



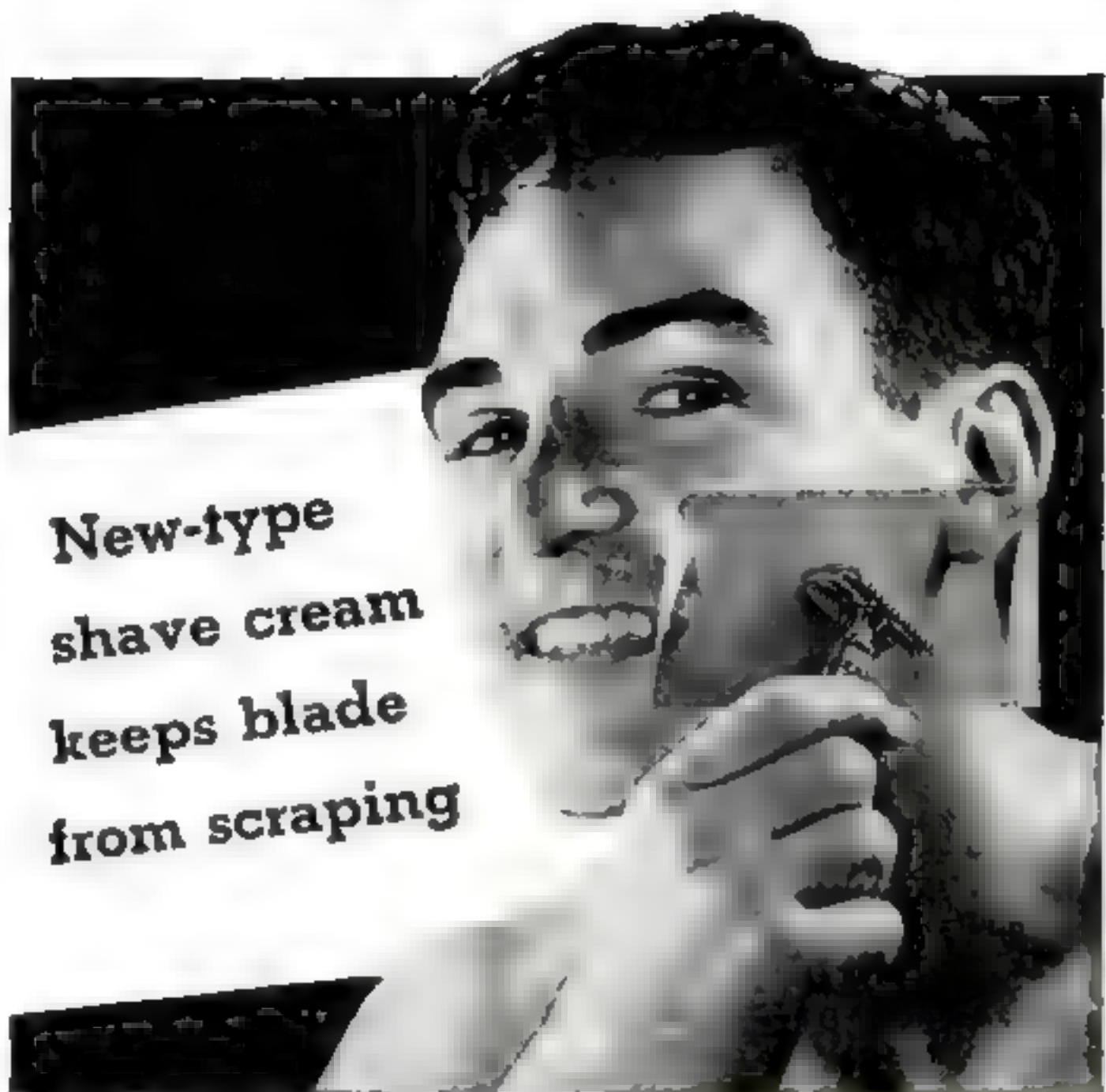
A JAPANESE GENTLEMAN CONDESCENDS TO TEACH THE GIRLS A STEP



THIS IS YOUNOSUKE NATORI AND HIS GERMAN WIFE, ERMA

Mr. Natori is an extremely likable young man of 27. His wife is a German girl he met in Munich eight years ago. Natori went to Munich to study textile design. While there he borrowed 250 marks to buy a Leica camera. First week he had the camera, he took pictures of a fire, sold his shots to a magazine for 250 marks and immediately gave up textile design. For the publishing house of Ullstein he did a great deal of work in Germany and Japan. In Tokyo, he edits a picture magazine called *Nippon*.

**Forms a Film
that keeps Razor
off your skin**




New-type
shave cream
keeps blade
from scraping

SAY GOOD-BY TO NICKS, raw spots, razor rash, ingrown hairs. These common shaving nuisances are often caused by your blade's sharp edge catching and tearing the scaly outer skin on your face. A new-type shaving cream has now been developed that helps prevent shaving irritation. It's called Glider. You spread it on with your fingers. Never use a brush. Glider coats your face with a thin protective film. Over this film glides your razor—swiftly, easily. With its lubricating ac-

*No brush needed
Not greasy
Won't clog razor*
tion Glider allows faster strokes, yet keeps the sharp edge of your blade from scraping the tender skin surface. Off come the most stubborn whiskers right at the base. You get a clean, close, all-day shave. Try Glider now. It leaves your face feeling smooth and fresh—not greasy or sticky. And it won't clog your razor. On sale at toilet-goods counters everywhere.

Aqua Velva for after shaving
Williams famous after-shaving preparation—closes skin pores—fights off pimples, sore spots—gives your face that clean, cool, "air-conditioned" feeling.



FREE OFFER
Good only in U.S.A.
Generous introductory tube of GLIDER
The J.B. Williams Co., Dept. LF-3,
Glastonbury, Conn., U.S.A. Please
send me a free tube of Glider—Williams
new "No-Brush" Shave Cream.

Name _____
Street and No. _____
City and State _____

CAN'T GET TO SLEEP?

WILL YOU HAVE TO "TAKE
SOMETHING"?



SLEEP PROBLEM SOLVED—

FOR MILLIONS WHO HAVE
A BEAUTYREST



DID YOU TOSS AND TURN last night and finally have to "take something" to get to sleep?

Maybe you are one of those who need sleeping aids. But, first of all, why not find out whether the trouble really is with you? Or just with your mattress?

You may be simply overlooking the fact that a good night's rest can't be obtained on a badly constructed mattress.

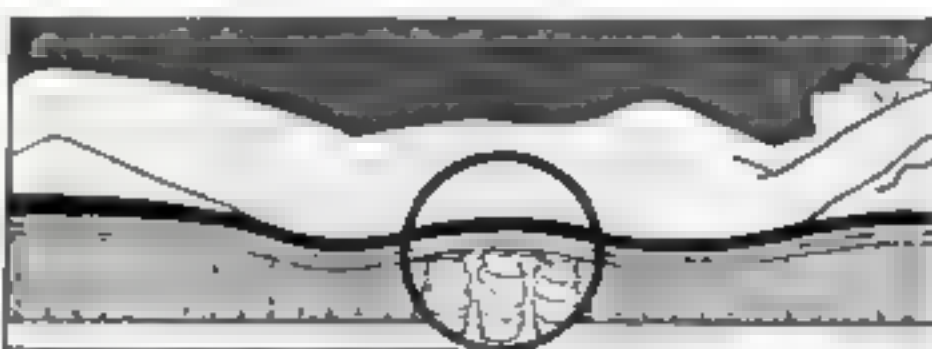
Your mattress is the first essential for natural, restful sleep. Unless it is scientifically constructed to let you sleep, it will distort the natural lines of your body, strain your back and keep your muscles from relaxing. Even if you get to sleep, you wake up tired and unrefreshed.

Designed for natural sleep

The famous Simmons Beautyrest Mattress is scientifically designed to let you sleep. Its 837 separate coils of finely tempered steel—buried in layers of softest cotton—adjust themselves

instantly and in exact proportion to the weight of your body at every point of contact.

No part of you is conscious of pressure. Your muscles relax because there is no hardness, no sag, no "lumpiness" for them to combat. You drop into bed and drop off to sleep



The Best Prescription for a Good Night's Sleep

Beautyrest's famous "floating action" fits every curve of the body. Rests and supports tired spots. 837 coils of finely tempered steel allow perfect adjustment to any position.

quickly and naturally on the Beautyrest's 837 "floating-action" springs. You turn easily and assume the 20-45 different positions a sleeper takes—without waking. And you wake in the morning from deep slumber, refreshed, physically and mentally renewed.

Let Beautyrest solve your sleeping problem once and for all. The cost is only 2¼¢ a day. Inquire about it today at your furniture or department store. Simmons Company, 222 North Bank Drive, Chicago. New York, San Francisco, Atlanta, Los Angeles, Dallas, Seattle, Kansas City, Boston.

● The Beautyrest costs \$39.50. The same famous construction is obtainable in a hair mattress, \$59.50. Other Simmons products are the Deepsleep and Slumber King mattresses, Box Springs, the Ace and other coil springs.

SIMMONS *Beautyrest*

WORLD'S LARGEST MAKERS OF BEDS • SPRINGS • MATTRESSES • STUDIO COUCHES • METAL FURNITURE

LIFE

REG. U. S. PAT. OFF.

Vol. 2, No. 19

May 10, 1937

COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED UNDER PAN-AMERICAN COPYRIGHT CONVENTION. COPYRIGHT, 1937 BY TIME INC.

Letters to the Editors	5
Speaking of Pictures	8
Middletown	15
LIFE on the American Newsfront	26
Glenn Luther Martin	30
Movie of the Week: The Prince and the Pauper	34
Westminster Abbey	39
Margot Asquith as an Elizabethan	49
Cellophane House	50
Hollywood's Mauch Twins	53
Indian Idol	57
The Camera Overseas	58
The Wave	62
Private Lives	66
LIFE's Pictures: an Index	70
LIFE Goes Trout Fishing	72
Pictures in the Editors	79

The cover and entire contents of LIFE are fully protected by copyright in the United States and in foreign countries and must not be reproduced in any manner without written permission.

THE FRONT COVER IS A PHOTOGRAPH OF BOY PLAYING MICK (MICKLES, MICKLES, MARBLES, AGATES, IMBLES, ETC., ETC.) FROM PICTURES INC.

EDITORS: Henry R. Luce, John Shaw Billings, Daniel Longwell, John S. Martin.

PHOTOGRAPHERS: Margaret Bourke-White, Alfred Eisenstaedt, Bernard Hoffman, Thom D. McAvoy, Peter Stackpole, William Vandivert.

ASSOCIATES: Rachel Albertson, Charles Brensted, Francis E. Brennan, Alan Brown, David Curt, Geoffrey F. Helman, Wilson Hicks, Dorothy Hoover, Joseph Kautner, A. H. Miles, Willard D. Morgan, Paul Peters, Howard K. Richmond, Joseph J. Thorndike, Jr.

CIRCULATION OFFICE: 350 East 22nd Street, Chicago, Illinois.

U. S. EDITORIAL AND ADVERTISING OFFICE: 135 East 42nd Street, New York. London Editorial Office: Dean House, 4 Dean Street, London. Paris Editorial Office: 52 Avenue des Champs Elysees, Paris.

CONTRIBUTIONS: Maximum rates for all rights including resale and reuse, \$5 per photograph. Amateur photographs are welcome as contributors but their work must compete with professional work on an equal basis and will be judged and paid for as such. In selected or tribune, however, whether professional or amateur will be neither acknowledged nor returned unless accompanied by adequate postage, packing and direction. And under no circumstances will LIFE be responsible for safe handling of same, either in its office or in transit. Address all correspondence about contributions to CONTRIBUTIONS EDITOR, LIFE Magazine, 135 East 42nd Street, New York.

SUBSCRIPTION RATES: One year in the U. S. and Possessions, \$4.50; in Canada, \$5.00.

YOUR ADDRESS?

IS the address to which this copy of LIFE was mailed correct for all near future issues? If not, please fill in this coupon and mail to LIFE 350 East 22nd St., Chicago, Illinois.

Effective Date my mailing address for LIFE is—

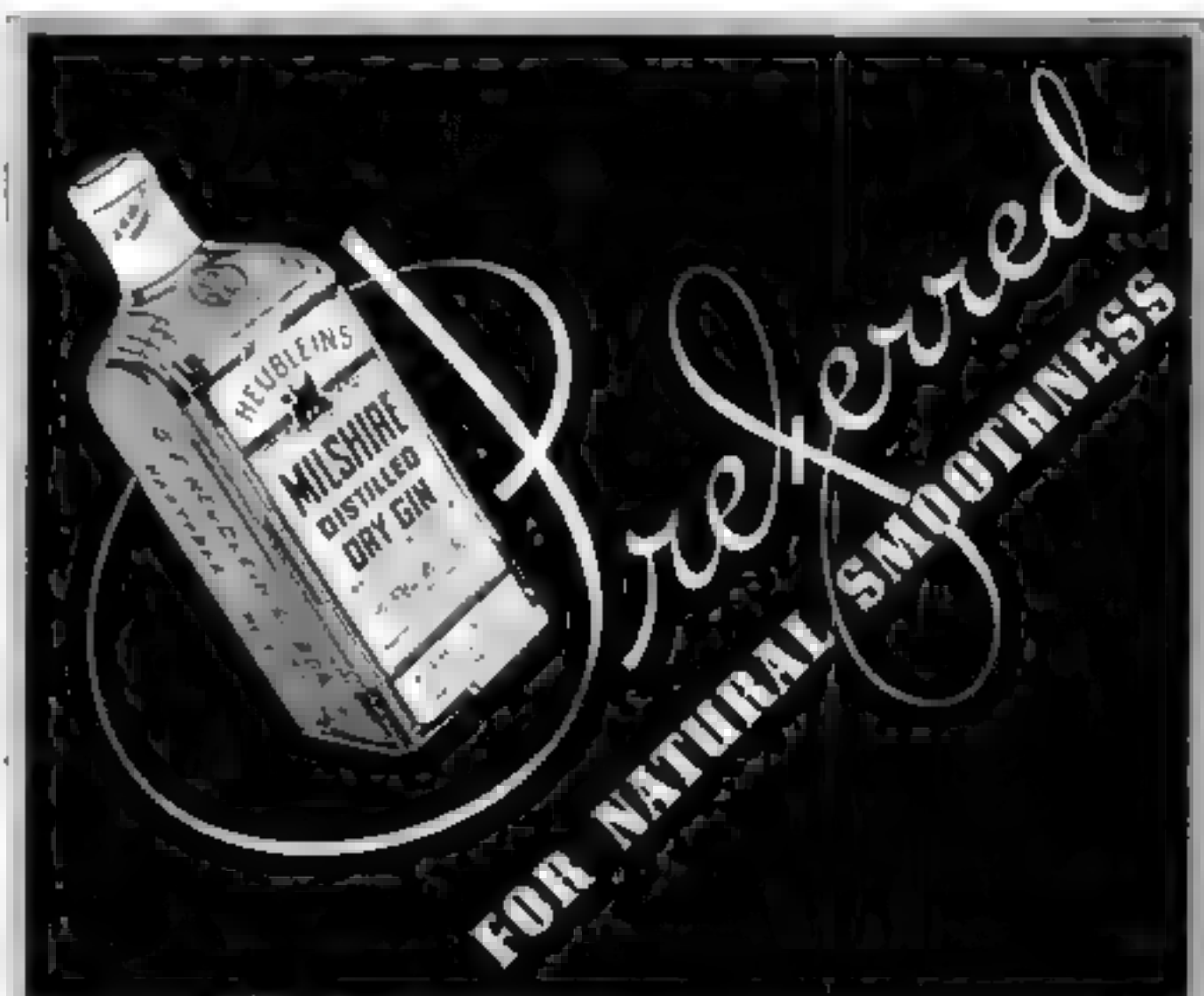
NEW ADDRESS NAME Please Print

ADDRESS

CITY STATE

OLD ADDRESS ADDRESS

CITY STATE



★ Distilled from finest ingredients, Milshire is naturally smooth and naturally makes superb drinks — next time try Milshire. G. F. Heublein & Co., Hartford, Conn.

**HEUBLEIN'S
MILSHIRE DRY GIN**

BY THE MAKERS OF HEUBLEIN'S CLUB COCKTAILS

90 PROOF — DISTILLED FROM 100% GRAIN NEUTRAL SPIRITS

CASE HISTORY!



In the beginning the greens and vegetables grown for Heinz Home-style Soups are given every advantage! Take Heinz aristocrat tomatoes! Rich so l, kindly sunshine, expert tending—a late flourisher! The post-green seedlings are reared by Heinz under glass until ready for transplanting to the open fields. From planting to packing—Heinz tomatoes are continually pampered!



The prime of life—these lush, blue-ribbon beauties are robust, fiery-red, perfect! They're just the sort of vegetables you see proudly flaunting the prizes at a county fair! Crisp, tender stalks of celery—sweet, golden carrots—satisfying little snow-white mushrooms are used in Heinz Soups. Small wonder Heinz 22 kinds are America's favorite home-style soups!



Soup of the evening—beautiful soup—Heinz Home-style Soup! Illustrated above is a cup of Heinz Chicken Noodle Soup. Get some soon! Dip a spoon in o the rich broth—and you'll find succulent bits of plump fowl and oodles of Heinz-made egg noodles. Old-fashioned homemade soups—Heinz 22 varieties—lovely to look at—delightful to eat!



A case of forethought, pure and simple, is that of the husband who buys Heinz 22 delicious Home-style Soups—in cases. Here's a sure way of averting entertainment crises—a subtle way of suggesting that the wife should spend less time in the kitchen and more time with him, and that only the most savory soups should grace her table! Soups cooked in shining kettles, soups all ready to heat and serve—without the addition of milk or cream. Incidentally, the case way of buying Heinz Soups is extra economical!



The case of the butter is one of an honest product getting the better of an honest man! Here we see him caught in a moment of temptation. He relishes the good "meaty" flavor of tender young mushrooms, pan-browned in golden butter and cooked in extra-rich cream—the Heinz homemade way! So obviously, do the munda. So will you!



Just in case you're interested in how a shelf-conscious hostess stocks her pantry—here's an inside picture! A generous assortment of the 22 kinds of Heinz home-style soups make menu-planning a delight. Always keep a few cases on hand.

Vol. 2, No. 19

LIFE

May 18, 1937



Margaret Bourke-White took this picture in the Terminal Barber shop of Muncie, Ind. She knew that the barber was Ed Kehrer. But not until she finished did she know that the man he was shaving was William H. Ball. Thus, quite by accident, her picture presents a complete cross section of Muncie life. For Ed Kehrer is

vice president of the Muncie Central Labor Union, and William Ball is a member of the rich and philanthropic Ball family (Ball fruit jars), called the "reigning royal house of Muncie." And since Muncie, Ind. is today accepted as the typical U. S. city, this picture is a vital document of U. S. life. For further pictures turn the page.

MUNCIE, IND. IS THE GREAT U. S. "MIDDLETOWN"

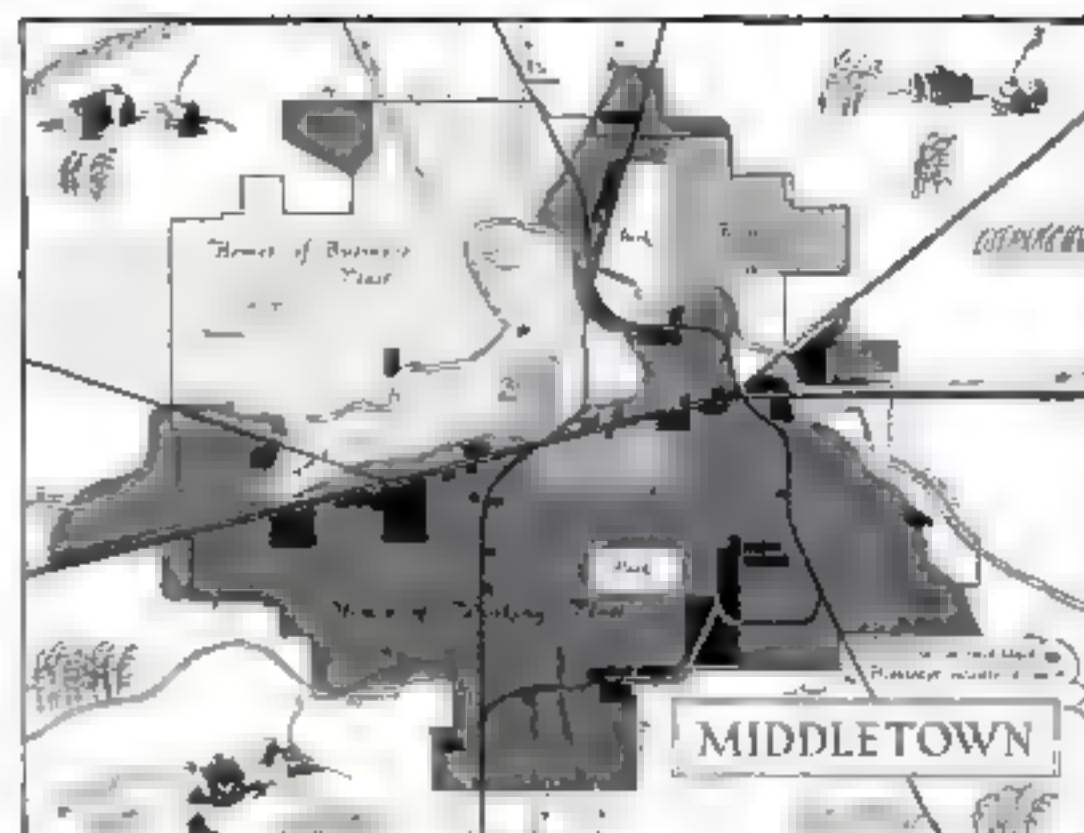
AND THIS IS THE FIRST PICTURE ESSAY OF WHAT IT LOOKS LIKE

Photographs for LIFE by Margaret Bourke-White

Muncie, Ind. is the most interesting small town in the U. S. For 12 years it has been surveyed, studied and talked about more than any other city its size in the world. Sociologists use it as a specimen, advertisers as a test tube. It owes this distinction to Robert and Helen Lynd, two New York sociologists, who in 1924-25 lived there 18 months, wrote a book called *Middletown* in reality, Muncie, Ind.—the first full length portrait of a twentieth-century city. *Middletown* made Americans gasp with wonder, recognition and surprise. For the first time they saw clearly how U. S. citizens live, work, play, think and talk. Some Muncie, Ind. people did not like the picture. But the more honest ones admitted it was true.

Ten years later Dr. Lynd returned to see what changes boom and depression had made in his typical U. S. town. The new book, *Middletown in Transition*, published April 22 by Harcourt, Brace (\$5), is even more revealing, more dramatic than the first. Of all U. S. literature it may well survive as the truest, sharpest picture of this age. For *Middletown in Transition* is not only Muncie, Ind. It is every small U. S. city from Maine to California.

In April, LIFE sent Margaret Bourke-White to Muncie to make a photographic essay of the "Middletown" about which the Lynds wrote their great sociological essay. She returned with a yard-high stack of pictures. LIFE here presents 11 pages of them in the belief that they are an important American document. They show Middletown's streets and houses. They show Middletown's people at home, at work, at play. They show typical Middletown faces: a teacher, a worker, a waitress, a preacher, a grocer, an editor, a manufacturer, a financier. They show unemployed and members of the Ball family who—like most great



American business men—made their money in a small local industry, then expanded out into national investments. Today Ball transactions make front page headlines (see p. 26). Here, set down for all time, you may look at the average 1937 American as he really is.

On these two pages you see the top surface of "Middletown"—Muncie. Like many cities on the Mississippi plain, it is built north and south of the railroad tracks and west of a river (see map). The tracks divide the city roughly into business-class and working-class halves. Three out of every ten Middletowners live in the more elegant northside homes, seven in the more crowded southside lots near glass and auto factories. In the centre is the business district with its small shops, its chain stores, its big Ball department store. As in most U. S. towns, its landmark is Court House Square (below), with its ancient ornate stone structure. Like every other U. S. town, Muncie has its fine show boulevard, skirting the river (top right). As in every other, great areas are covered with the wooden homes of its working and middle class (lower right), always one or two stories high, seldom without a garage. To see what Middletown homes look like inside, turn the page.



Court House Square in Muncie, as in most Middletowns, was once the centre of business life. There is a Main St. (lower right corner) on one side, a Walnut St. (right angles to Main) on

another. Every fine Saturday farmers gather here to buy food, seed, overalls and implements. Inside the cavernous old Court House and the new City Hall two blocks away

grind the wheels of a political setup described thus by Middletowners in the Lynd book: "The fellow who can promise the most gets elected, and there have been plenty of promises."



Show place of Muncie is Minnetrista Blvd., where live only members of the Ball family. The Balls came from an Ohio farm, started a glass business with \$7,000, spread out into

the largest fruit jar plant in the world. Today they not only own glass works, but control banks, newspapers and politics as well. A typical Lynd Middletowner says of them

"[They] are keen, rich, healthy, clean Christian people. They may pay too little to their employes, they may control banking, but they contribute generously and do a lot for the town."



Single-family houses—"the characteristic midland house set in its own yard"—provide shelter for 80% of Muncie's families. Over 90% are made of wood. Some 47% have no running

water or only cold water in the house, 38% no bathtubs, 19% no indoor toilets, 55% only stove heat. The homes above are better than average. While most have run down in recent

years, a new Middletown-in-transition landmark is the cluster of brick and wood Colonial houses in two subdivisions where 12 years ago there were only flat Indiana cornfields.

MIDDLETOWN-MUNCIE

(continued)



How Middletown people live is shown in the four pictures on these pages. Each, in its way, is a typical midland home. Above is the dining room of Mayor Rollin H. Bunch. Mrs.

Bunch collects old American glass, cooks with the produce of her own nearby farm a big and tasty midland meal. Mayor Bunch still practices medicine over the Three Sisters

shop on Walnut St. In spare time he collects Indian relics, old walking canes, early American firearms. Together their hobbies give their home the appearance of a cozy little museum.



How a WPA worker lives is shown in this family group taken in the home of William H. Hahn. Hahn was a former Ball glass worker, then a steel and iron worker until he lost his

right leg. When his \$800 indemnity ran out, he did odd jobs; at length, after much effort, got on relief. His pay is \$26 every two weeks for cleaning paving bricks. His five-room

house in Whitley, northeast slum and Negro section, costs \$10 a month rent. Hahn reads Spencer, Darwin, Marx and the Bible as well as *The Power of Will* and *Power for Success*.



At the bottom of Muncie's social scale are Scott and Elizabeth Branderberg. Scott is the second husband of Elizabeth, who came from East Ky. Their home, lined with paper curtains,

is a one-room clapboard shack in "Shedtown." In a homemade brooder, consisting of a wooden tray, an oil lamp and a paper box, they are raising chickens "for eating," not

for sale. Mrs. Branderberg talks with the Kentucky hill-billy drawl heard in many midwest industrial towns from southerners migrated north to work in the great auto plants.



At the top of Muncie life is the Ball family. Here is the West End home of William H. Ball. Son of one of four hardy frontiersmen who founded Muncie's dominant glassworks, he typi-

fies, for Dr. Lynd, a significant new development. This is "the emergence of an upper class to whom certain leisure activities have value, not in relation to work, but quite independ-

ently as a symbol of status." The first pink-coated fox hunt ever to astonish an Indiana landscape was held on William Ball's Orchard Lawn Saddle Horse Farm in April (turn page).

MIDDLETOWN-MUNCIE continued



How Middletown people play is the subject of these two pages. Above is a new importation, a strange cavalcade to see on the flat Indiana cornfields. With pink coats and a dead fox

dragged over the ground for a trail, Middletown's most exclusive young set went fox hunting at William Ball's farm one bright April morning. Afterwards there was a hunt

lunch in the calf barn. "Since golfing is every man's game," says *Middletown in Transition*, "our city's two exclusive ring clubs are symbols of 'belonging' to the best set."



Club and lodge life is, together with autos and movies, Middletown's more normal way of playing. Here you see a meeting of the Pocahontas Lodge. The Pocahontas (centre)

is Anna McNett; the Winona (right,) Blanche Fethers, the Prophetess (left), Ora Collins, the Powhatan, cross-legged before the sacred campfire, Rosa Shores, and the tired war-

rior, Alberta Robinson. Other Middletown social groups are the Why Not Club, the Kill Kare Club, the Silver Cloud Club, the Mary-Martha, Entre Nous, and All Star Pedro Club.



At its lodge hall, Walnut Street, north of Main, the Sunbeam Club gives a community supper for friends. Here the humbler folk of this "sober, hopeful, well-meaning" city meet, eat their

neighbors' home-made roasts, pies and cake, laugh heartily, forget that after six years of depression "deep down underneath our vests we are still scared to death." Some of

these women and their men folk work at the local Chevrolet plant, reopened in 1935, some at Borg-Warner or Ball's. Others are Woolworth clerks, janitors, railroad men.



In the Conversation Club and similar women's study groups, the Lynds found the city's "most significant indigenous literary and artistic strain." This group is, in addition, the

oldest, having met for 40 years. They are here listening to an expert paper on astronomy delivered at 9:30 a.m. in the home of Mrs. Karl A. Oesterle, wife of a banker. Middle-

town study club papers treat with such subjects as The Egyptian Dynasties, The New Negro, Living Women of English Nobility, and Is Christmas a Joy or a Burden to You?

MIDDLETOWN-MUNCIE (continued)

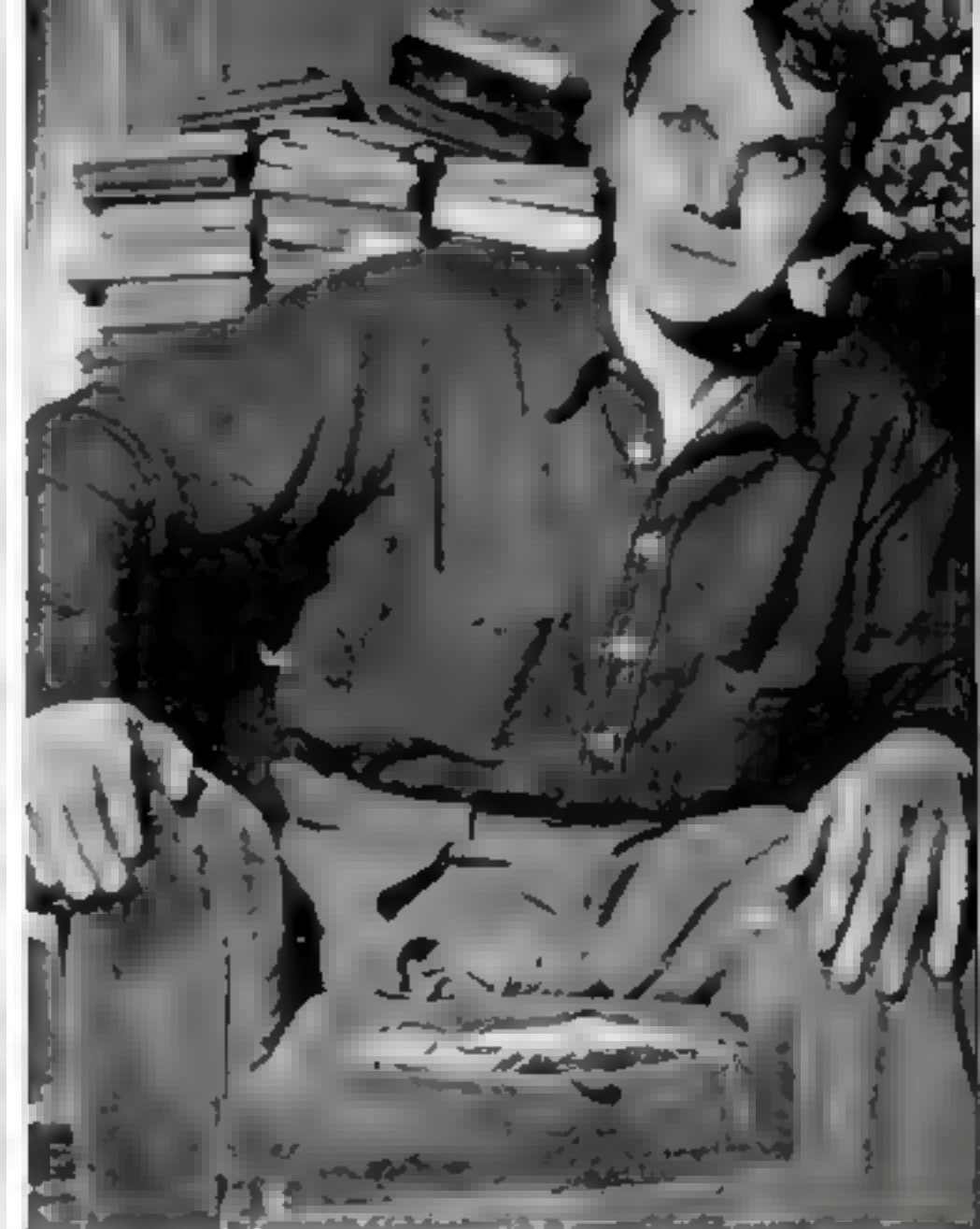


THE LECTURER, MADIE DUNCAN KEMP, TEACHES "PERSONALITY" TO MIDDLETOWN WOMEN

The editor, Walter E. Sutton, writes a column of lively "Comment" for the front page, runs Walter Winchell inside.



The teacher, Mrs. Cora B. Pierce, has taught 25 years in Muncie schoolrooms, has a grown-up lawyer son in Chicago.

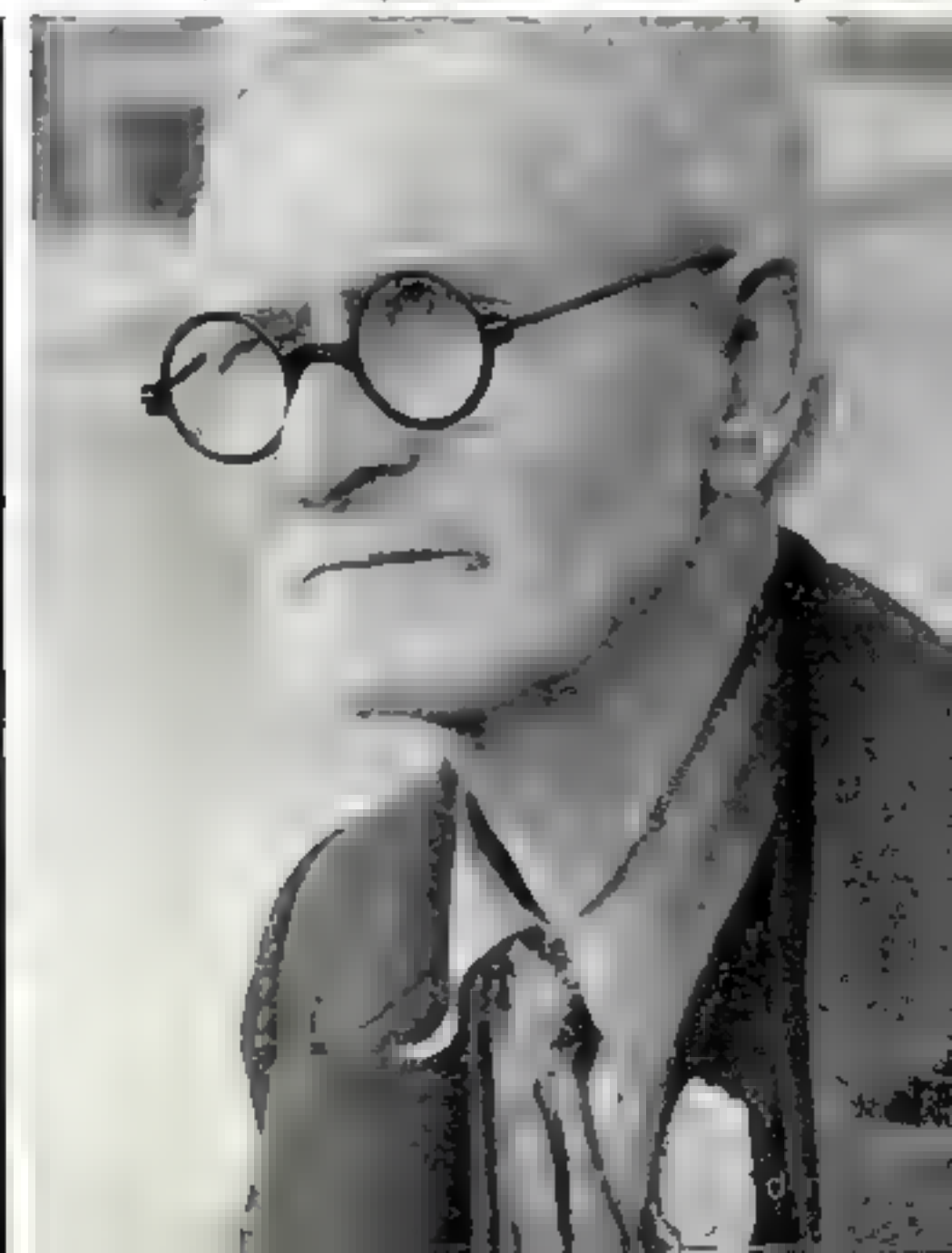


The small town philosopher, William H. Hahn, reads philosophy, works for WPA and is the father of 13 (see p. 18).



The bingo player, Mrs. Blanche Fellers, is so absorbed in her 15¢ game that she scarcely sees the picture photographer

The constable, Charlie White, was elected by 13,000 votes, is serving his 37th year as a Delaware County officer





The city fathers, Henry Kleinfelder (left), beer dealer, and August Mack, retired grocer, attend a council meeting



The waitress, Hilda, can still smile like this at 1 a.m. in the Pig Stand, Middletown's crowded southside roadhouse

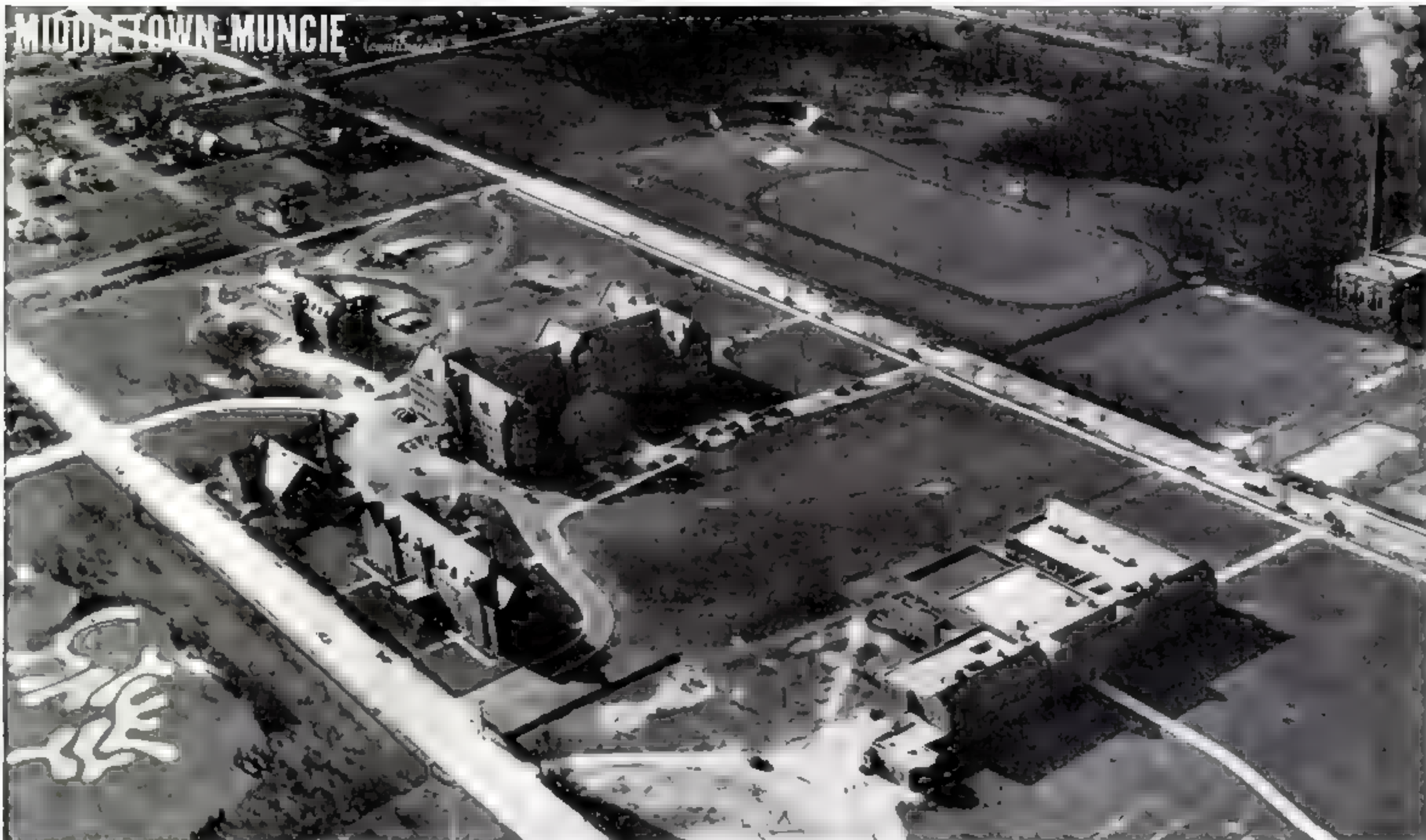


The tycoon, George A. Ball, began with a bottle glass factory in 1898, eventually owned 28,000 acres of railroad

THE PREACHERS, AT THEIR MONDAY MINISTERIAL ASSN. MEETING, ORGANIZE A DRIVE FOR TOTAL ABSTINENCE PLEDGES



MIDDLETOWN-MUNCIE



Symbol of many Ball philanthropies is Ball State Teachers College. This Bourke-White air view shows only a part of its \$2,500,000 plant. The college's experimental school (lower right)

and the Ball Memorial Hospital (centre) will probably soon receive more Ball millions. For early in April Philanthropist George A. Ball turned over the 28,000 miles of Van Swer-

ingen railroads he bought for \$3,000,000 in 1935 to a new foundation. On April 26 he sold them, in the name of the foundation, to Wall Street brokers (see p. 26) for \$6,375,000.



Far across town from the college are homes like these. Depression years have made them shabbier, but the people in them, like all Middletown, have resisted fundamental

change. New streets may strike out through the cornfields, new houses arise, new faces emerge. But year in and year out, these earnest midland folk still steer their customary

middle course, still cling to their old American dream. Middletown, say the Lynds, may relocate this course slightly to the left, but the new path will become the "American way."



BALL MASON JARS ARE AN AMERICAN HOUSEHOLD WORD, THEY ARE AS CHANGLESS AS THE TOWN WHICH THEY MADE FAMOUS

LIFE ON THE AMERICAN NEWSFRONT: THREE YOUNG MEN BUY AN EMPIRE



To the Waldorf-Astoria on April 26 George A. Ball, of the "royal family" of Muncie, Ind. (see p. 15), summoned New York financial reporters. Mr. Ball had just sold \$6,375,000 control of the vast "Van Sweringen Empire" of railroad holding companies, which he bought for \$9,000,000 in 1935. The proceeds of the sale will endow a Ball charitable foundation.



The three new owners of the Van Sweringen empire were introduced by Mr. Ball. Left to right: Robert R. Young, Mr. Ball, Frank P. Kolbe, Allan P. Kirby. Messrs. Young and Kolbe are former assistant treasurers of General Motors Corp. who resigned to start a stock exchange firm handling large private accounts. Mr. Kirby is a banker from Wilkes-Barre, Pa.

MELVIN PURVIS' ROMANCE ENDS WITH THE CAKE HALF BAKED



Romance blossomed last March between brave Melvin Purvis, the captor of John Dillinger, and beautiful Janice Jarratt, a minor movie actress.



"Lose 20 pounds before our wedding," was one order which Purvis reputedly gave his fiancée. She began wearing a fur coat around the house.



The cake was half finished and 3,000 invitations had been sent out for a wedding in San Antonio, Tex., when suddenly, on April 26, it was called off. Above, Mrs. Alice O'Grady, of San Antonio, who baked the cake wonders what to do with it.

BALTIMORE KINDERGARTNERS HEAR ABOUT A CENTENARY



These 5-year-old pupils in a Baltimore public kindergarten are listening to a story about a German schoolmaster named Friedrich Fröbel who started the first kindergarten at Blank-

enburg in 1837. His idea spread until now 30% of all U. S. 5-year-olds attend a kindergarten. On April 21, Fröbel's birthday, was celebrated the kindergarten's 100th anniversary.



Father of the kindergarten was Friedrich Fröbel. He called it a "garden of children" because "children are young plants, needing to be nurtured tenderly."

LIFE ON THE AMERICAN NEWSFRONT: THE PRESIDENT FACES A STERN ECONOMIC PROBLEM



Most renowned of living economists is England's John Maynard Keynes. His doctrine of controlling the business cycle, expounded to President Roosevelt in 1934, has underlain the fiscal policy of the New Deal.



Keynes gospel is that a Government should spend more than it collects in Depression, but collect more than it spends in Prosperity. President Roosevelt followed the first half of the doctrine faithfully. With Prosperity's return he now faces the problem of applying the second half by spending less or taxing more. On April 28, with Son

Elliott (right) he departed on a fishing trip to think it over. Pat Harrison, chairman of the Senate Finance Committee (gesturing), accompanied him as far as Mississippi. What makes the problem hard are politicians like those who greeted him at Gulfport. Governors Leche of Louisiana (left) and White of Mississippi (next to Elliott).



A key man in Government fiscal policy is Governor Marriner Stoddard Eccles of the Federal Reserve Board. New Deal laws have given him a power second only to the President's in controlling an industrial boom or prevent-



ing inflation. Mr. Eccles' theories are similar to those of Economist Keynes. In Depression there was no stronger advocate of free Government spending. But last March, alarmed by the rapid inflation of retail commodity prices, he issued



a warning that the time has come to balance the budget, urged new taxes as the only feasible means. The warning against inflation helped upset the world's markets. But the demand for new taxes met no favor in Congress

NEW JERSEY SOLVES THE PROBLEM OF WHAT TO DO WITH A DEAD WHALE



A Pacific whale was recently cast up on the shore of the Siuslaw National Forest in Oregon. Nearby campers merely amused themselves by cutting out chunks of blubber for grease. Within a few days the stench threatened to drive them from their camp.



An Atlantic whale presented the same problem to the town of Longport, N. J. After one sunny day, during which the whale lay rotting on the beach, the Town Council called an emergency meeting. The carcass was drenched with 1,000 gallons of gasoline and set afire.

LIFE ON THE AMERICAN NEWSFRONT: BLIND ACTORS PUT ON A PLAY IN CHICAGO



A blind leading lady is made up for her part in a play. She is Ruth Hammarquist, a senior at Northwestern University and member of the all-blind Braille Theatre Group of Chicago. On April 24, the Group presented a three-act play at the Chicago Woman's Club.



Learning to gesture naturally is one of the hardest jobs of blind actors. Lawrence Buraker, a member of the Braille Theatre Group, is learning to point by feeling the muscles in the wrist of Miss Dorothy Proesch, who is hired by the Group as its director.



The Braille Theatre Group is one of several dozen companies of blind amateur actors in the U. S. The Braille players put on one show every year. Above is a scene from this year's play, *The Late Christopher Bean*. Note the cross-crossing rugs, which guide the actors.



Naturalness in movement is hard for blind actors to achieve. The man and the girl at left have succeeded but the woman at right shows the typical stiffness of the blind.



Blind actors feel their way around the stage by means of carefully placed rugs. The man above wears old shoes through which he can easily feel the rug edges. The Braille

players often spend a full year rehearsing one play, become so expert in their movements about the stage that audiences find it hard to believe that the actors are blind.

LIFE ON THE AMERICAN NEWSFRONT: A SHRINE TO MRS. SIMPSON IS OPENED IN BALTIMORE



A new U. S. shrine and museum was opened by Baltimore promoters on April 24. Says a sign: "In this house lived the woman who left her mark more clearly on the world than any woman in history—BESSIE WALLIS WARFIELD."



This is the house at 212 E. Biddle St., where Wallis Simpson lived between the ages of 4 and 16.



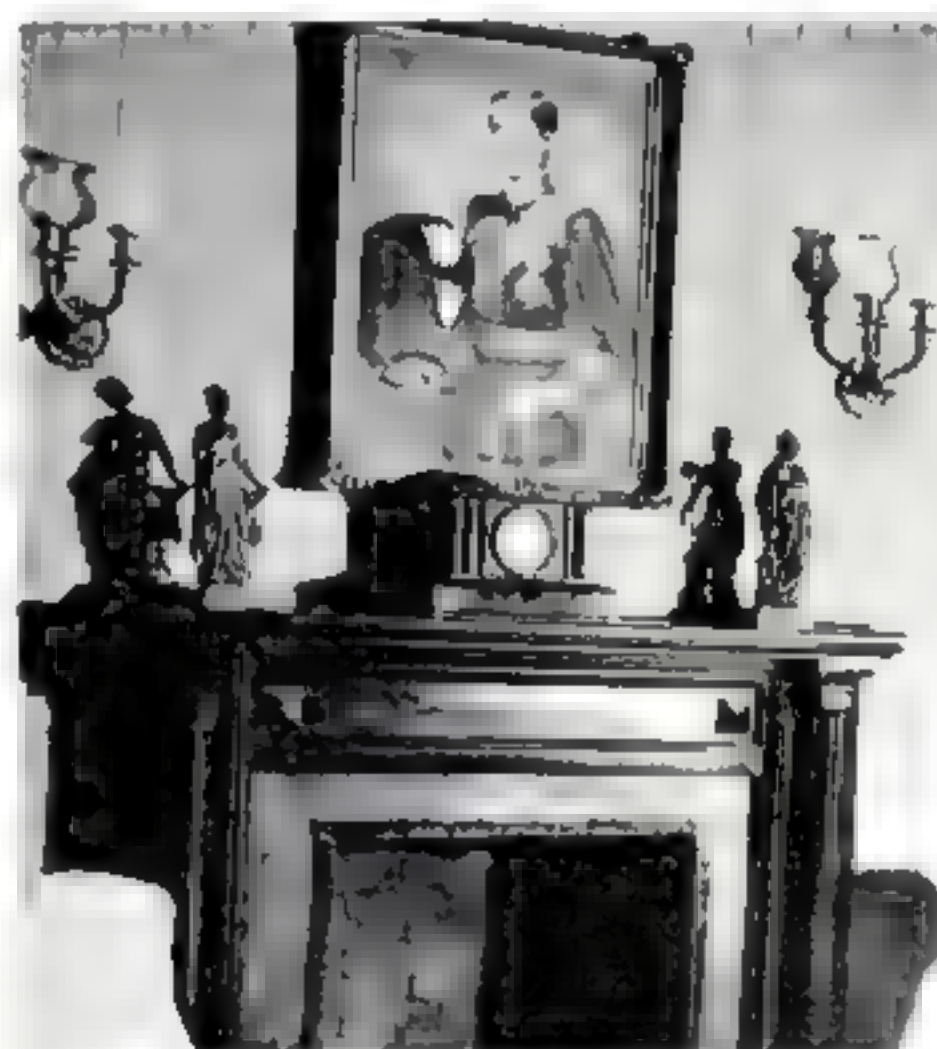
Visitors pay 50¢ admission and get to sign their names in a guest book. The house has few of the furnishings which were there in Mrs. Simpson's day but is filled with a large collection of Simpsoniana.



The dining room is adorned by a garish portrait of Mrs. Simpson in the gown she wore when she was presented at court. The stove, which was there when she was, is a Windsor.



The bedroom is the one where Wallis slept but the bed is not here. At its head is a portrait of her mother, Mrs. Teackle Warfield, who used to take boarders in the house.



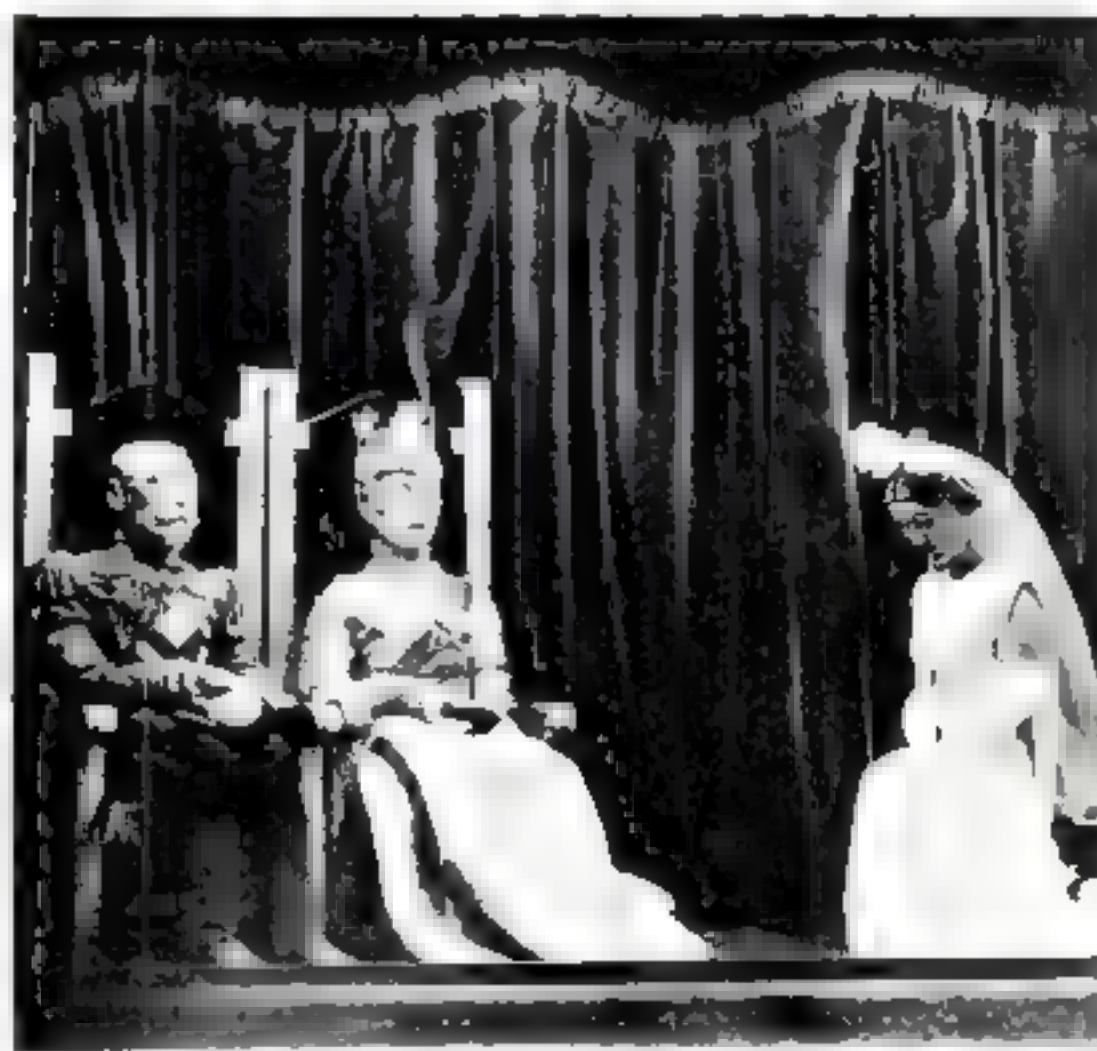
The living room has a portrait of Edward as Prince of Wales and colonel of the Welsh Guards. "That's how he looked when Mrs. Simpson met him," explains the guide.



Fort Belvedere in miniature, overlooked by an imaginative portrait of the couple, occupies one of the museum rooms. "That's where they made love," points out the guide.



A miniature Edward delivers his abdication speech. Nearby is lettered the quotation "I find it an impossible burden without the woman I love."



King George and Queen Mary also appear, coldly receiving a curtsy from Mrs. Simpson. It cost \$25,000 to restore the house and equip it with such bric-a-brac as this. So far, business has not been good.

GLENN MARTIN FLIES TO AVALON TO CELEBRATE A 25-YEAR-OLD RECORD



Glenn Martin was 26 years old when he stepped into this plane in 1912 for his flight to Avalon. He was born in Iowa, loved to fly kites and tinker with machines. He moved to Kansas where he became an auto mechanic, then to California where he opened a garage.

Sept. 20/10
For Heavens sake, if you have
any influence with that Wild-
eyed, Hallucinated, Visionary
young man, call him off
before he is killed.
Have him devote his energies
to substantial, feasible and
profitable pursuits, leaving Dreams
to the professional dreamers. H.H.S.

The Doctor's warning (above) was written in 1910 to Glenn Martin's mother. Neither Dr. Sutherland's anger nor the excitement which caused his lamentable misspellings frightened Mrs. Martin. She was her son's staunch helper from the time he heard of the Wright brothers' 1903 flight and decided to become an airplane builder himself. She encouraged and advised him in 1907 when he built his first glider. She held an oil lamp for him nights in 1908 when he built his first plane in the old church (see page 32, he was using for an airplane factory).

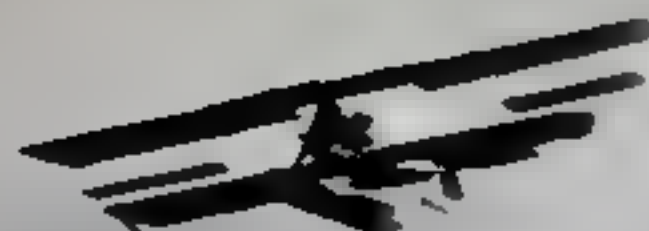
The first four-passenger airplane in the U. S. was built by Martin in 1913. It was the tractor type (propeller in front, biplane below). It had a 75-horsepower engine, a top speed of 78 miles per hour, a cruising range of 250 miles.



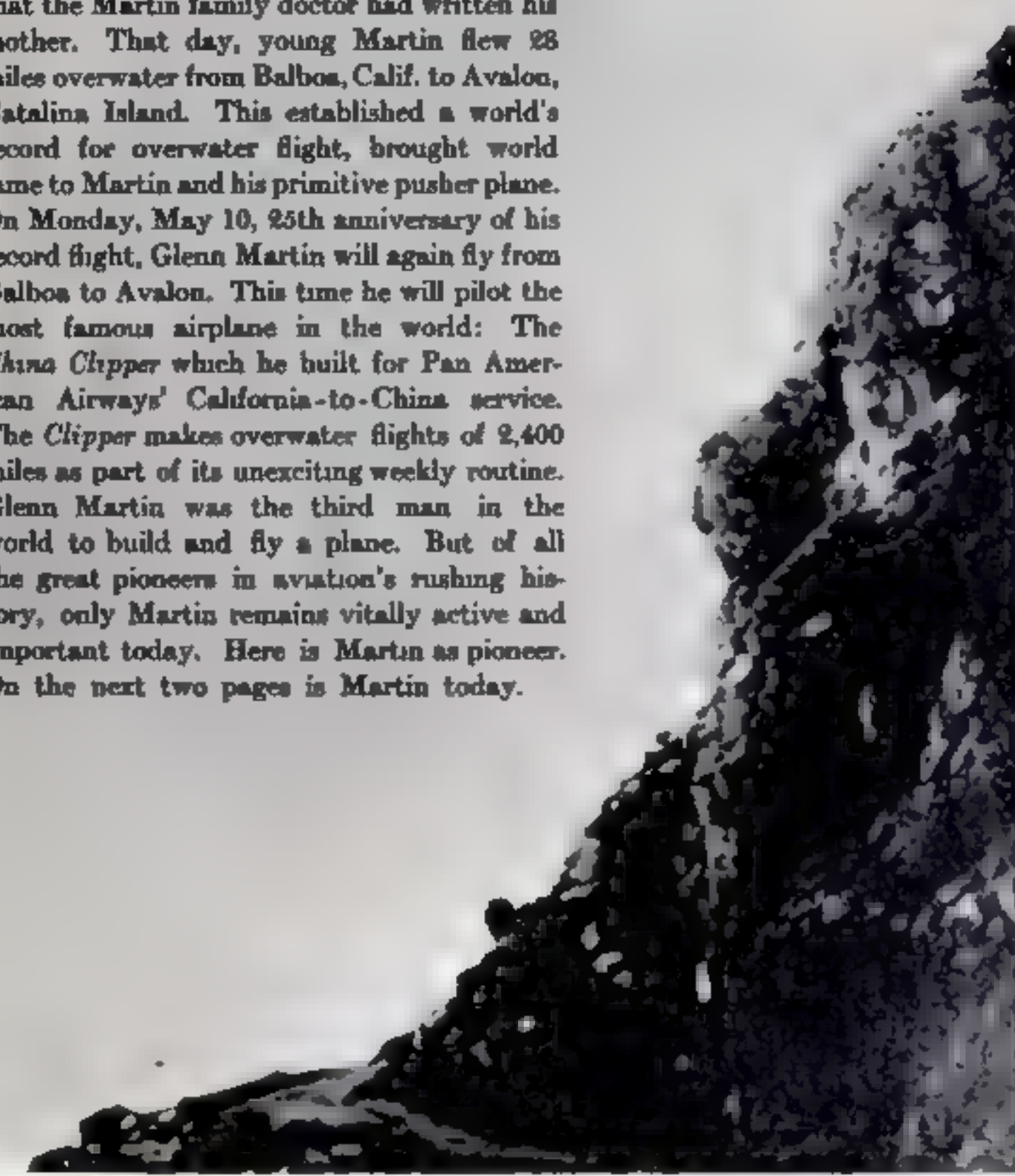
Martin the barnstormer toured the U. S. to get money and publicity for himself and his airplanes. On some trips he took Tiny Broadwick (left), the first American lady parachute jumper, who thrilled crowds by taking off from a harness slung to the side of Martin's plane.

Two pioneering Glenns are shown in the centre of the picture below, watching at an air meet. They are Glenn L. Martin (left) and Glenn H. Curtiss, who built his first plane in 1907, died in 1930. Martin attended many meets not as spectator but as performer. He broke many records, won many cash prizes and medals.






On May 10, 1914, Glenn Luther Martin could afford to laugh at the warning note (left) that the Martin family doctor had written his mother. That day, young Martin flew 28 miles overwater from Balboa, Calif. to Avalon, Catalina Island. This established a world's record for overwater flight, brought world fame to Martin and his primitive pusher plane. On Monday, May 10, 25th anniversary of his record flight, Glenn Martin will again fly from Balboa to Avalon. This time he will pilot the most famous airplane in the world: The *China Clipper* which he built for Pan American Airways' California-to-China service. The *Clipper* makes overwater flights of 2,400 miles as part of its unexciting weekly routine. Glenn Martin was the third man in the world to build and fly a plane. But of all the great pioneers in aviation's rushing history, only Martin remains vitally active and important today. Here is Martin as pioneer. On the next two pages is Martin today.



Coming into Catalina, Glenn Martin and his hydroplane rounded the rocky shores as fishermen gaped and tourists rushed down to the beach. Only 37 minutes before he had left Balboa, 33 miles away, had flown by compass 4,000 feet up over fog banks that hid ocean and island.



All Avalon gaped as Martin landed lightly on the water, skimmed up to the pebbly beach. Crowds gathered to shake his hand, watch preparations for return. This flight broke the 26-mile overwater record made by Bleriot who flew the English Channel.



Martin and mother pose (left) at the 1915 Aviation Show in Manhattan. By this time, Martin was famed not only as a flyer but as a builder. He won the Aero Club's medal for best U. S. plane of 1914 with an Army plane that averaged a 75-mile-per-hour speed, flew more than five hours with a 2,300-pound load. Below left, in 1918, he is presenting the California National Guard with its first airplane.

Martin of the movies played a couple of roles in early films not because he could act but because he could fly. Below, he is the flying villain in a 1915 Mary Pickford feature.



Martin's chief engineer once was Donald Douglas (above, left) who left in 1920, later set up his now famous Douglas Aircraft Co. In 1916, Martin and the Wright brothers became partners. They could not get along, parted in 1917.



GLENN MARTIN BUILDS CLIPPERS AND BOMBERS

(continued)

Glenn Martin's solid fame rests not on his ability to fly planes but on his ability to build them. His great achievements have been the Martin Clippers (below) and the Martin bombers (opposite page). Mr. Martin is not allowed to fly planes any more, though an exception is being made for his anniversary flight to Avalon. He is too valuable as head of Glenn L. Martin Co. which has a big airplane factory near Baltimore, 2,500 employees, \$10,000,000 in assets. This year, with a war-scared world frantically buying American planes, Martin profits for the first three months were \$340,000. Martin stock has just been listed on the N. Y. Stock Exchange, has held up fairly well in the hectic market. Though the aviation industry respects Martin for his achievements, it dislikes him for his sharp temper and overbearing ways.



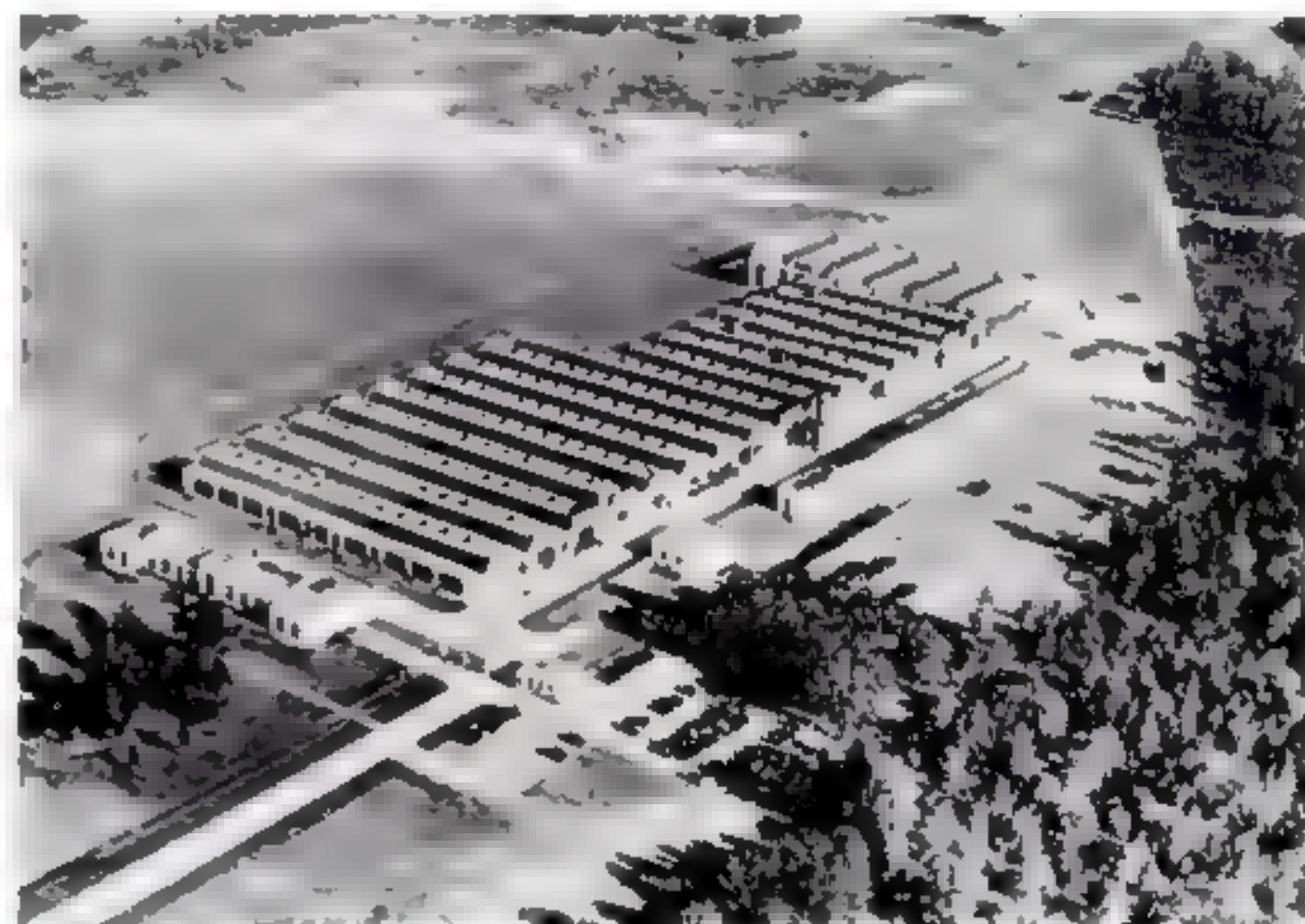
Glenn L. Martin is 51, a bachelor. He dresses in nobby clothes, does not smoke, drink or go to church regularly.



Mr. Martin's mother lives with her son, will fly in the Clipper with him on his anniversary flight to Avalon.



The first Martin factory was this tiny church in Santa Ana, Calif. Here Martin built his first airplane in 1908. Shortly he moved to larger quarters in an abandoned cannery. By 1911, he was an established plane builder and formed the first Glenn L. Martin Co.

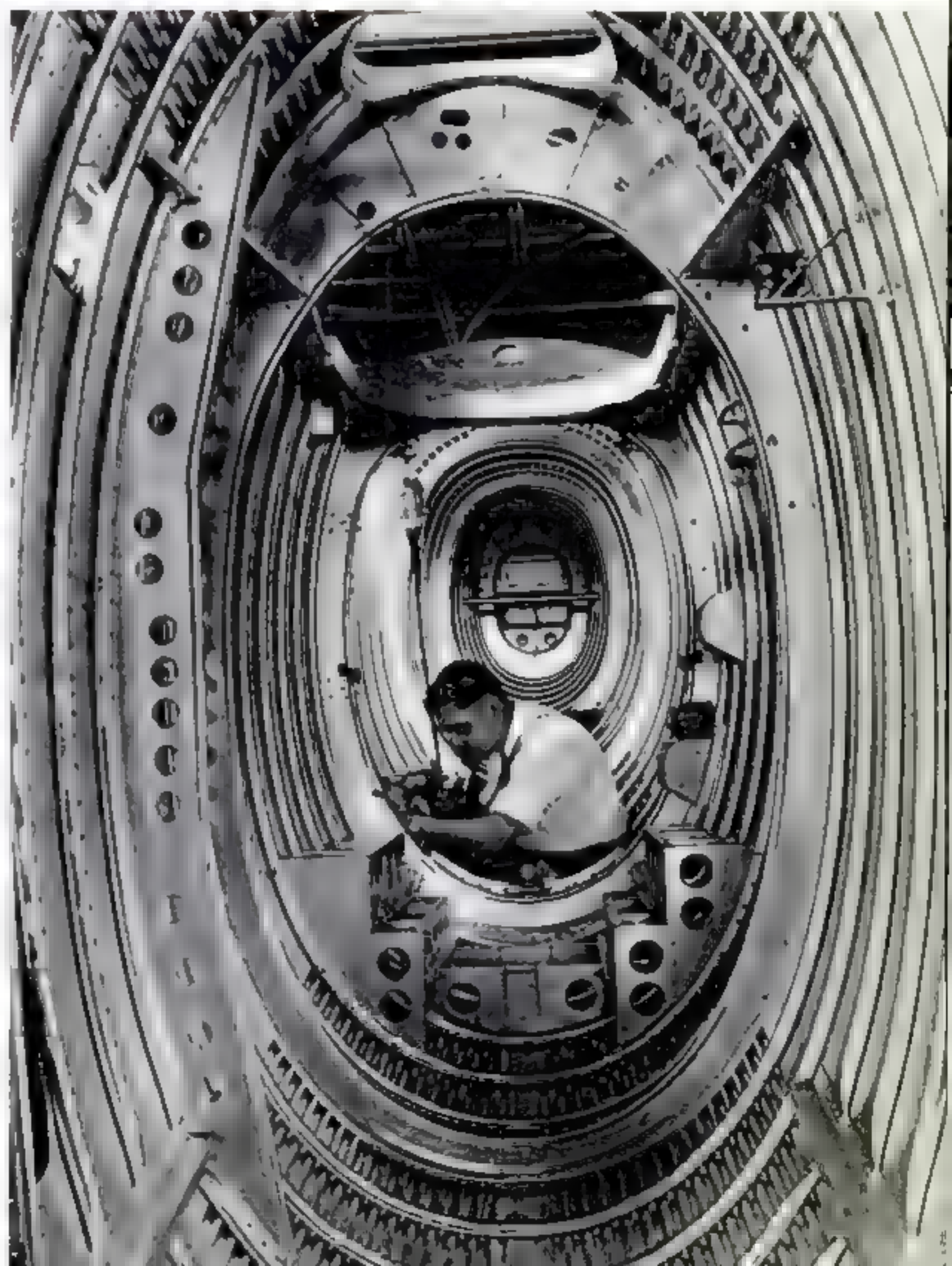
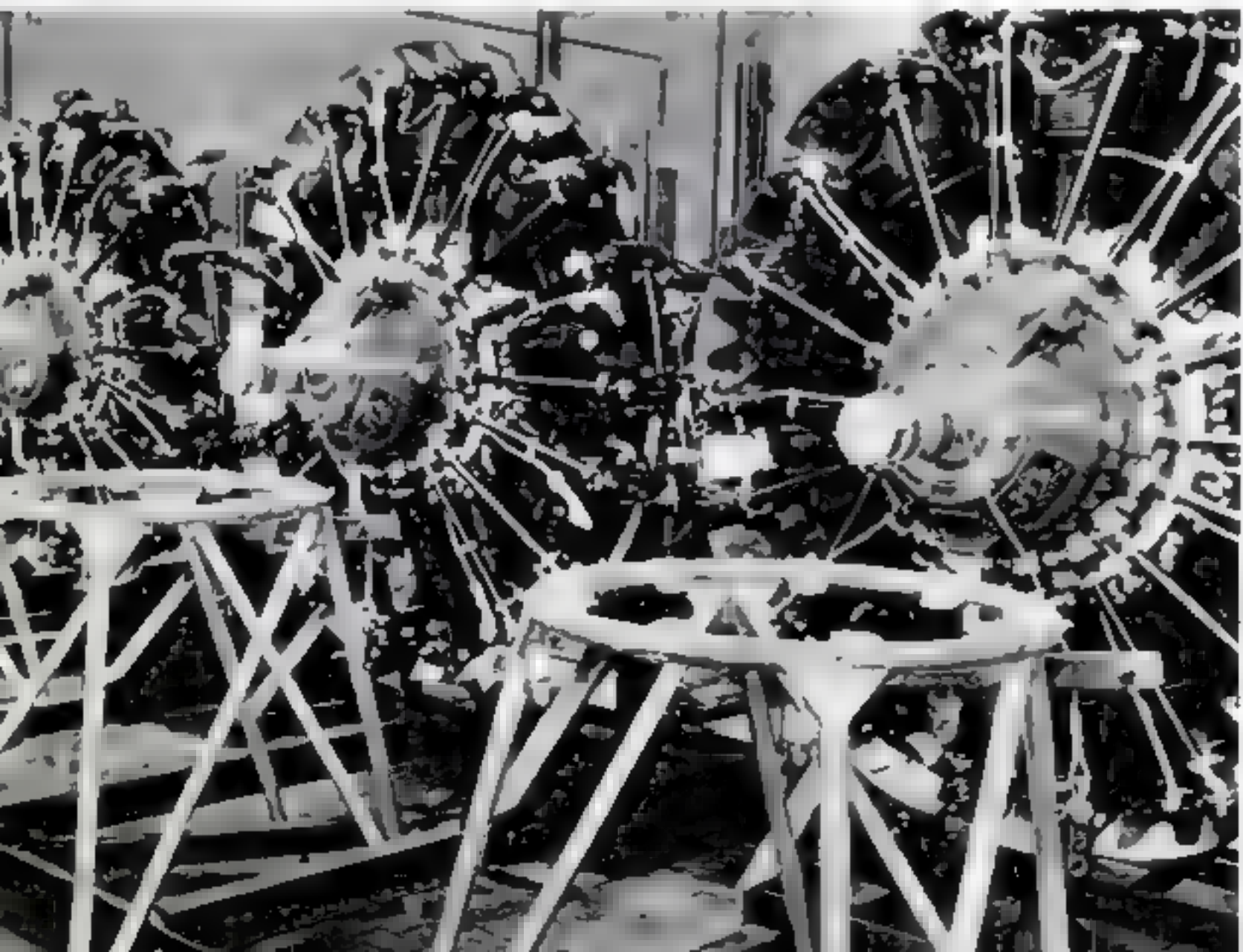


The present Martin factory is this impressive spread of building on the Middle River, 16 miles from Baltimore. The plants have 19 acres of floor space. When current additions are finished it will be the largest privately-owned airplane factory in the world.





With one exception, all the planes now being built by Martin are bombers ordered by foreign countries. Martin first made bomber history in 1918 with a twin-engined plane. In 1932, he jumped far ahead of other builders with his Model B-10-B, which could fly 220 miles per hour with a ton of bombs. B-10-B brought Martin orders from all over the world. Above, Martin men are adjusting rudder controls on a plane whose star and crescent marks it as one of the 20 ordered by Turkey. Hanging up to dry (*above, right*) are gasoline tanks that will go in the 35 planes for Argentina or the secret number ordered by China. Below are the 1,000-horsepower Wright engines which drive the Martins. Next to them is the interior of a bomber's fuselage. Martin gets \$125,000 each for bombers, has foreign orders totaling \$11,000,000. A million more will be paid by Russia for the only non-bomber in the plant—a larger edition of the *Clipper*. Mr. Martin recently announced that he stood ready to build, for anyone who might want it, a huge seaplane which could cross the Atlantic with 40 passengers in 16½ hours.





MOVIE OF THE WEEK: *The Prince and the Pauper*

Warner Bros. recently acquired a unique movie property—twin boys named Billy and Bobby Mauch, who look so much alike that only their mother can tell them apart. The studio cast about for a story in which to display them and came inevitably upon Mark Twain's *The Prince and the Pauper*.

This fanciful tale was not only a natural for the Mauchs but had great timeliness because it includes scenes of an English coronation. It is a story

of mistaken identity involving Prince Edward, son of King Henry VIII, and Tom Canty, beggar boy. The confusion begins when the Prince takes the Pauper to the palace to play and for fun they swap clothes. Beholding themselves in a mirror, they laugh to see that they look exactly alike.

A lively, enjoyable comedy, this picture proves the Mauch Twins to be a major discovery. For pictures of them off screen, turn to page 53.



1 When the Prince, still dressed in the Pauper's rags, goes out to get his dog, he is seized by palace guards. Taking him for the beggar boy, they hustle him through the gate.



2 Meanwhile within the palace, Tom Canty, the beggar boy, begs the royal courtiers to believe that he is not the real Prince. Instead they believe that he is out of his head.



3 Convinced that the beggar boy is his own son Edward gone mad, King Henry VIII declares to the court that, madman or not, the boy shall sit on the throne of England



6 The Pauper continues to astound the court by such *faux pas* as drinking from the royal wash-basin. But when Henry VIII dies, Tom Cauty, a beggar boy, is duly proclaimed King of England

7 Miles Hendon (Errol Flynn) rescues the little Prince, now rightful King, from one scrape after another. Below, he is throttling a merchant who refuses to tell whether he has seen the boy



4 The real Prince, wandering about London, is befriended by Miles Hendon, a soldier of fortune. The Prince commands him to stand in the royal presence, but Hendon objects. While gnawing a leg of mutton, the Prince thinks it over, finally decrees that "you and your heirs forever may sit in the presence of the Majesty of England"



5 The Prince runs afoul of the Pauper's cruel father, who takes him for his son. The father's thieving friends, amused by Edward's "delusion," crown him with a bucket



THE DAY COMES FOR THE PAUPER TO BE CROWNED. IN WESTMINSTER ABBEY HE PROSTRATES HIMSELF BEFORE THE ARCHBISHOP OF CANTERBURY

IN "THE PRINCE AND THE PAUPER" HOLLYWOOD CROWNS AN ENGLISH KING *(continued)*



1 The coronation ceremony begins when the Pauper enters Westminster Abbey. The Abbey in 1547 looked much the same as it does today (For modern pictures of it, turn to page 39.)



2 Except for omitting the prostration, the coronation ceremony has been changed but little in 400 years. At its climax the Archbishop of Canterbury poses the crown of England.



3 As the Pauper is about to be crowned, the Prince runs into the Abbey. To the consternation of the Archbishop, both boys insist that the one in beggar's clothes is the real King.



4 The true King Edward VI sits on his throne and all is well with the realm. At this moment, to the great delight of Prince and Pauper, Miles Hendon exercises his right to sit down.

**11,000
VOLTS**

**What a power-line
"trouble-shooter" is up against**

FOR 20 years, Al Taft has been working in a maze of high-voltage wires—repairing as many as 200 short-circuits per day. Around him—11,000 volts lurk. A tense job that will test digestion if anything will! Here's Al's comment on the subject: "Sure! Working among high-voltage cables—in rain, snow, or sleet—isn't calculated to help one's digestion. But mine doesn't give me trouble. I smoke Camels with my meals and after. Camels set me right! They're right down my alley for mildness. And no matter how many I smoke, Camels never get on my nerves or rasp my throat."

Make Camels a regular part of your dining. Smoking Camels speeds up the flow of digestive fluids—alkaline fluids. Being mild, Camels are better for steady smoking. And Camels are gentle to your throat.

**HEAR
JACK OAKIE'S
COLLEGE**

A gala show with "President" Jack Oakie in person. Fun and music by Hollywood comedians and singing stars! Tuesdays—8:30 pm E.S.T. (9:30 pm E.D.S.T.), 7:30 pm C.S.T., 6:30 pm M.S.T., 5:30 pm P.S.T., over WABC-Columbia Network.



WELCOMES A "LIFT." "I have my hands full—planning meals and marketing," remarks Mrs. Richard Hemingway. "When I feel tired, I smoke a Camel and get the grandest 'lift' in energy. And I notice Camels help my digestion too."



PRIZES HEALTHY NERVES. Fred Jacoby, Jr., Nat'l Outboard Motor Boat Champion, tells why Camel is his cigarette. "These races are a strain on my nerves. I smoke Camels regularly. They're mild—and never get on my nerves."



**FOR
DIGESTION'S
SAKE...
SMOKE
CAMELS**

COSTLIER TOBACCOS—Camels are made from finer, **MORE EXPENSIVE TOBACCOS**—*Turkish and Domestic*—than any other popular brand.

Copyright, 1937, R. J. REYNOLDS TOBACCO COMPANY, WILSON, N. C.



Why Kentucky Derby winners live forever

A HORSE immortal? Yes—if he has borne the victorious wreath of roses at historic Churchill Downs—the honor reserved for *the champion of champions!*

Immortal—because *his* forthright virtues, blended with those of *other* brilliant champions, will be passed on—to give us the Derby winners of tomorrow.

Many virtues blended together—that is the secret of greatness in a thoroughbred. And it's also the secret of the greatness of Four Roses. This is what we mean...

Four Roses is *all whiskey*—whiskey, every drop. But it is more than just *one* fine straight whiskey.

It is several straight whiskeys, each of which is outstanding for some *particular* quality. Blended together, with almost loving care, these whiskeys merge *all* their virtues in *one* glorious whiskey—Four Roses—a whiskey we believe is America's *finest*, regardless of age or price!

Frankfort Distilleries, Incorporated of Louisville and Baltimore, also make Paul Jones 22 proof, Old Oscar Pepper brand, and Mattingly & Moore (both 90 proof), all kinds of straight whiskeys.

FOUR ROSES

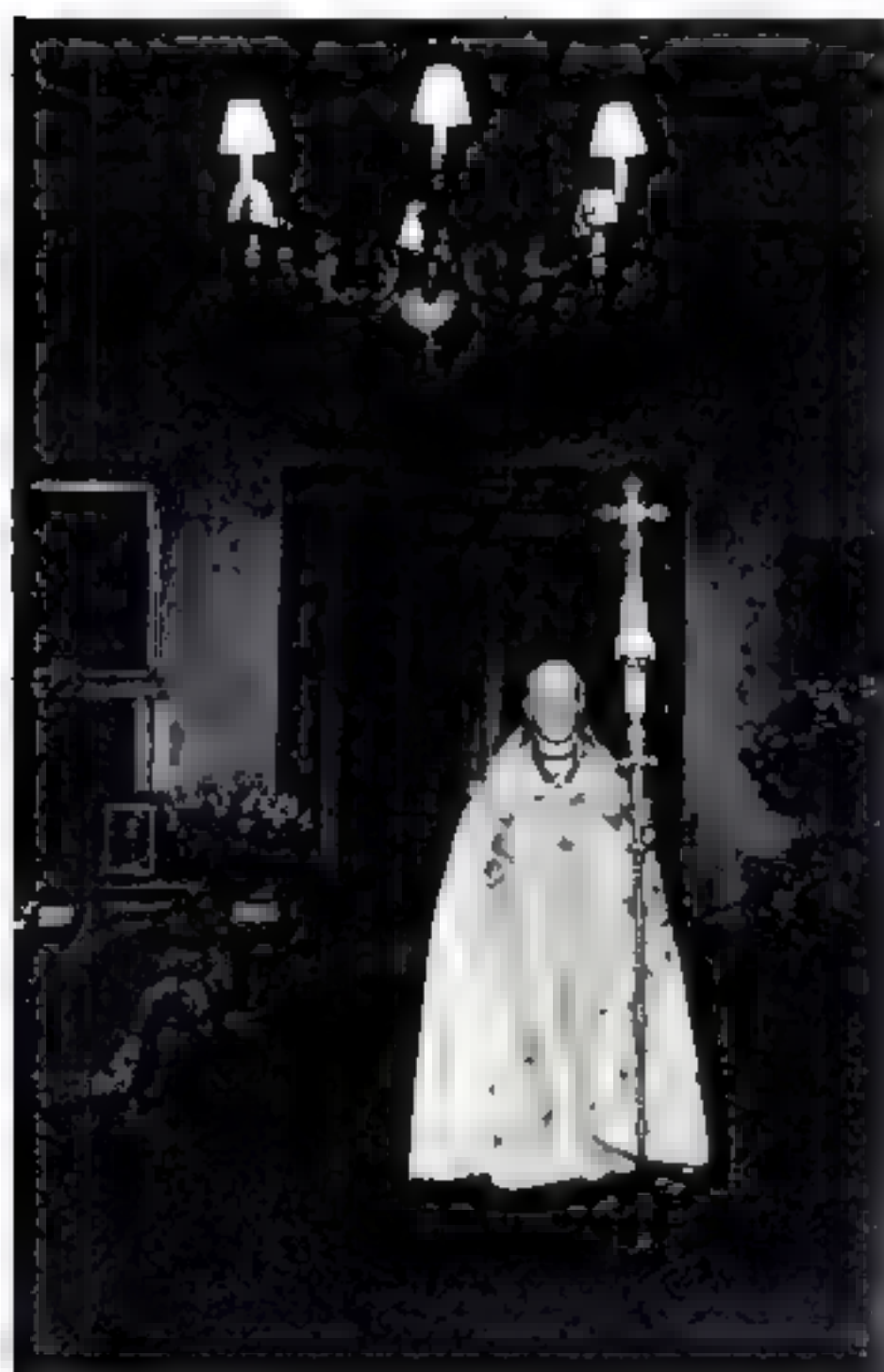
We believe Four Roses is America's Finest Whiskey, regardless of age or price



A blend of straight whiskeys—90 proof



Westminster Abbey



Far surpassing any other one-day spectacle in pomp, preparation and scale is the Coronation of a modern British King. Just planning it is a full-time job for half a year for thousands. For this great pageant, the actual script is taken from a 14th Century manuscript, the *Liber Regalis* (King's Book), which in turn was based on the actual Coronation ritual going back to pre-Norman King Edward the Confessor. The theatre for the pageant is historic Westminster Abbey (above). Here, every crowned English King since William the Conqueror, 37 in all, has been crowned.

The picture above was taken from the Parliament Buildings, looking west. The high-roofed building is Westminster Abbey. Once this land was a marshy island. The Romans built a temple to Apollo on it and there was a Benedictine monastery here by 1050 when pious King Edward the Confessor started work on a huge church in the conventional form of a cross. He died and was buried in it before it was finished (see p. 43) but the Norman kings went on with the work.

The arms of the cross were finished by Henry III, the high terminal chapel nearest the reader by Henry VII and the two far towers were built by Christopher Wren in the 18th Century. Just in front of the left end of the Abbey's crosspiece is a conspicuous pointed tower. This is the chapter house of the Westminster Chapter of the Church of England. In 1282, it became the first meeting place of England's House of Commons and hence the "cradle of all free Parliaments." The Cloisters are left and beyond, and beyond them the Deanery, Jerusalem Chamber and College Hall, now the dining hall of the boys of Westminster School. The buildings in the foreground are school buildings, residences of canons and officials. The lawn is the old monks' cemetery yard. The whole area around the Abbey is the Cathedral Close, known to London as "The Close." The church beyond the Abbey, right background, is St. Margaret's, the House of Commons' official church. At left is the Archbishop of Canterbury, carrying the crozier he will carry at the Coronation.



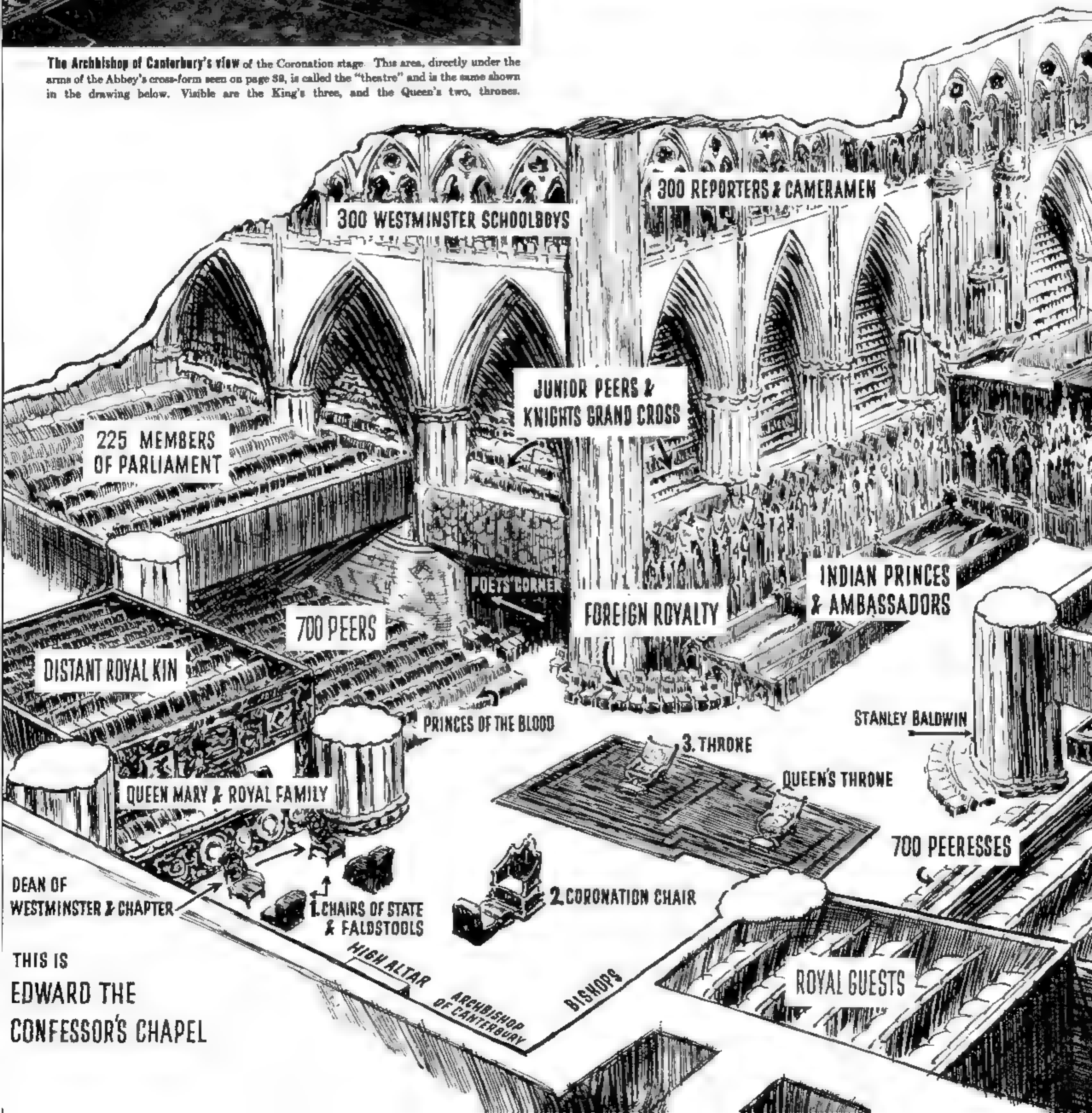
The Stage is set for the

(continued)

The drawing on this page shows how some 7,700 people will be crowded into the Abbey for the Coronation of King George VI, May 12. The order in which they are seated goes far to tell what the Coronation is all about. The five best seats naturally go to the King and Queen. (The faldstools are what they kneel on to pray.) Next best place goes to the Archbishop of Canterbury because the ceremony is really a semi-sanctifying by the Church of Eng-

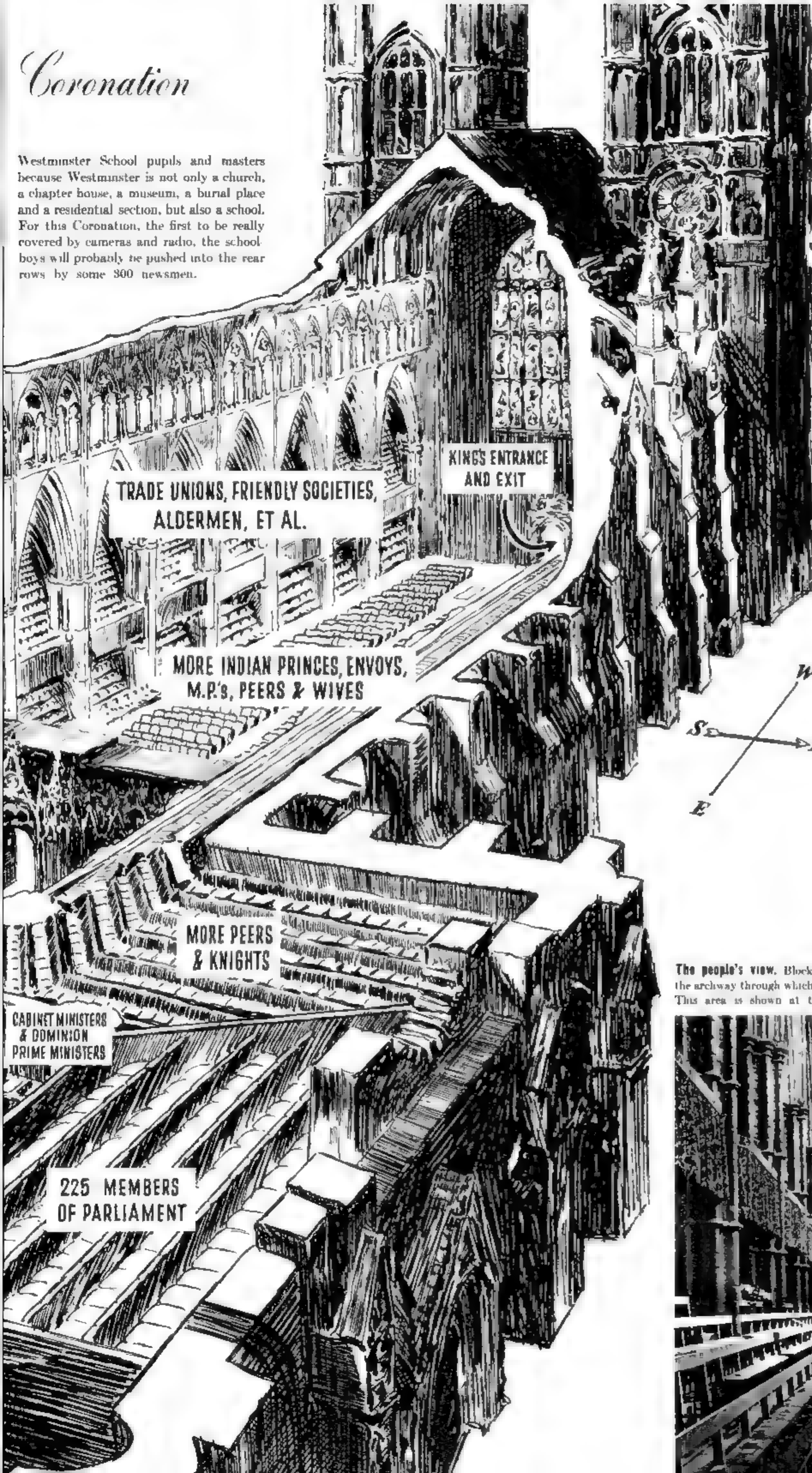
land of the King's person. Next best, after the King's kinsmen, goes to the peers and peeresses because the Coronation was, in ancient times, a pledge of allegiance by jealous nobles. The fine seats given Parliament, England's real rulers today, are a modern innovation. Next come the Empire's managers—Cabinet Ministers and Dominion Prime Ministers, and near them, sitting alone, Prime Minister Stanley Baldwin. Finally, the ideal gallery seats go to the

The Archbishop of Canterbury's view of the Coronation stage. This area, directly under the arms of the Abbey's cross-form seen on page 38, is called the "theatre" and is the same shown in the drawing below. Visible are the King's three, and the Queen's two, thrones.



Coronation

Westminster School pupils and masters because Westminster is not only a church, a chapter house, a museum, a burial place and a residential section, but also a school. For this Coronation, the first to be really covered by cameras and radio, the school boys will probably be pushed into the rear rows by some 300 newsmen.



TRADE UNIONS, FRIENDLY SOCIETIES,
ALDERMEN, ET AL.

KING'S ENTRANCE
AND EXIT

MORE INDIAN PRINCES, ENVOYS,
M.P.'s, PEERS & WIVES

MORE PEERS
& KNIGHTS

CABINET MINISTERS
& DOMINION
PRIME MINISTERS

225 MEMBERS
OF PARLIAMENT

King George VI will enter the Abbey at extreme upper right of the drawing at left. He will go to his Chair of State (1). Queen Elizabeth will already be in her Chair of State.

The service will take two hours. First he is "recognized," taking off his Cap of State and facing four ways in turn to assure the people he is George VI. The recognition is duly given by Westminster school-boys in the gallery who shrill "God save King George!" Seated again, he swears to the Archbishop of Canterbury to govern lawfully, then swears again at the High Altar. He is then stripped to an under-tune and takes his seat in the ancient Coronation Chair (2). Screened by a pall held by four knights of the Garter, he is anointed, re-dressed, presented with Spurs, Sword, Ring, Orb, Sceptre with Cross and Sceptre with Dove. Finally the Archbishop consecrates the Crown at the Altar and puts it on the king's head. At this moment electricians switch on more lights, drums and trumpets blast and everybody intones, "God save the King!"

After an anthem from the choir, the King goes to the Throne proper (3) and is lifted into it by bishops and state officers. He is then paid "homage" by the Archbishop of Canterbury, the Princes of the Blood, the No. 1 Duke, Marquess, Earl, Viscount and Baron. Afterwards the Queen is crowned and seated on her inferior throne. After taking communion, the two retire to Edward the Confessor's Chapel behind the high altar where a rest room has been prepared. Meanwhile the choir sings the national anthem. At its close, King and Queen reappear carrying Sceptres, Rod and Orb and march down the aisle and out of the Abbey.

The people's view. Blocking the view of all the important doings is the archway through which the King passes on his way into the "theatre." This area is shown at the right upper end of the drawing at left.





Westminster Abbey

(co

The picture above shows the sanctuary of Westminster Abbey the way it looks when a Coronation is not in preparation. Now is the worst possible time to see the Abbey, for its marvels have mostly been boarded over or removed and stored for the Coronation jam. Anybody who likes medieval history will find here more authentic relics of it than in any similar place in the world. Fabulous to antiquarians is the fact that the Abbey holds perfectly preserved tombs of English royalty from the 11th to the 18th Centuries. The reason it survived the turbulent years was that the tomb of Edward the Confessor (*shown at right*) imposed a superstitious awe even on the conquering Norman, William I. He and his descendants were proud to be crowned and buried in the Abbey. Their



is Holy and Historic

(rued)

characters can still be read in their rude, stone tombs with cramped, elaborate decorations.

The altar reredos above is recent but the picture on the right wall of 14th Century Richard II is the oldest contemporary portrait of an English King and behind the pulpit on the left is the superb 13th Century tomb of Edmund Crouchback (shown on p. 44). The Gothic stonework was raised in the 12th and 13th Centuries. At the right of the picture is the famed Poets' Corner, shown again on p. 44. If one stood behind the barred door at the right of the altar, one would be standing in Edward the Confessor's Chapel shown at right, and see the picture shown at left. Within a radius of 20 ft. of this spot alone is jammed the five hundred years of English history from 1100 to 1600.



Your hair
can contribute to your
appearance and success



use **VITALIS** and the
"60-SECOND WORKOUT"

GIVE your hair a chance to help you in your daily life. For well-groomed hair marks the chap who is careful of his appearance—who is keenly aware of the part it plays in a man's success.

Keep your hair handsome and lustrous with Vitalis and the "60-Second Workout"! Apply Vitalis, rub it briskly on the scalp. You'll like the pleasant sensation as your scalp welcomes this invigorating massage. Circulation speeds up—the tight skin of the scalp relaxes—the pure vegetable oil of Vitalis helps to replace the necessary oils.

Your hair looks like a million dollars after your "60-Second Workout" with Vitalis! It's rich and lustrous—handsome and easy-to-comb—and no sign of that objectionable "patent-leather" look! You'll be proud of it wherever you go. Get a bottle of Vitalis at your drug store. Start your "60-Second Workouts" today.



• 50 SECONDS to rub—circulation quickens—needed oil is replaced—your hair has a chance!



• 10 SECONDS to comb and brush—your hair has a lustre—no objectionable "patent-leather" look.

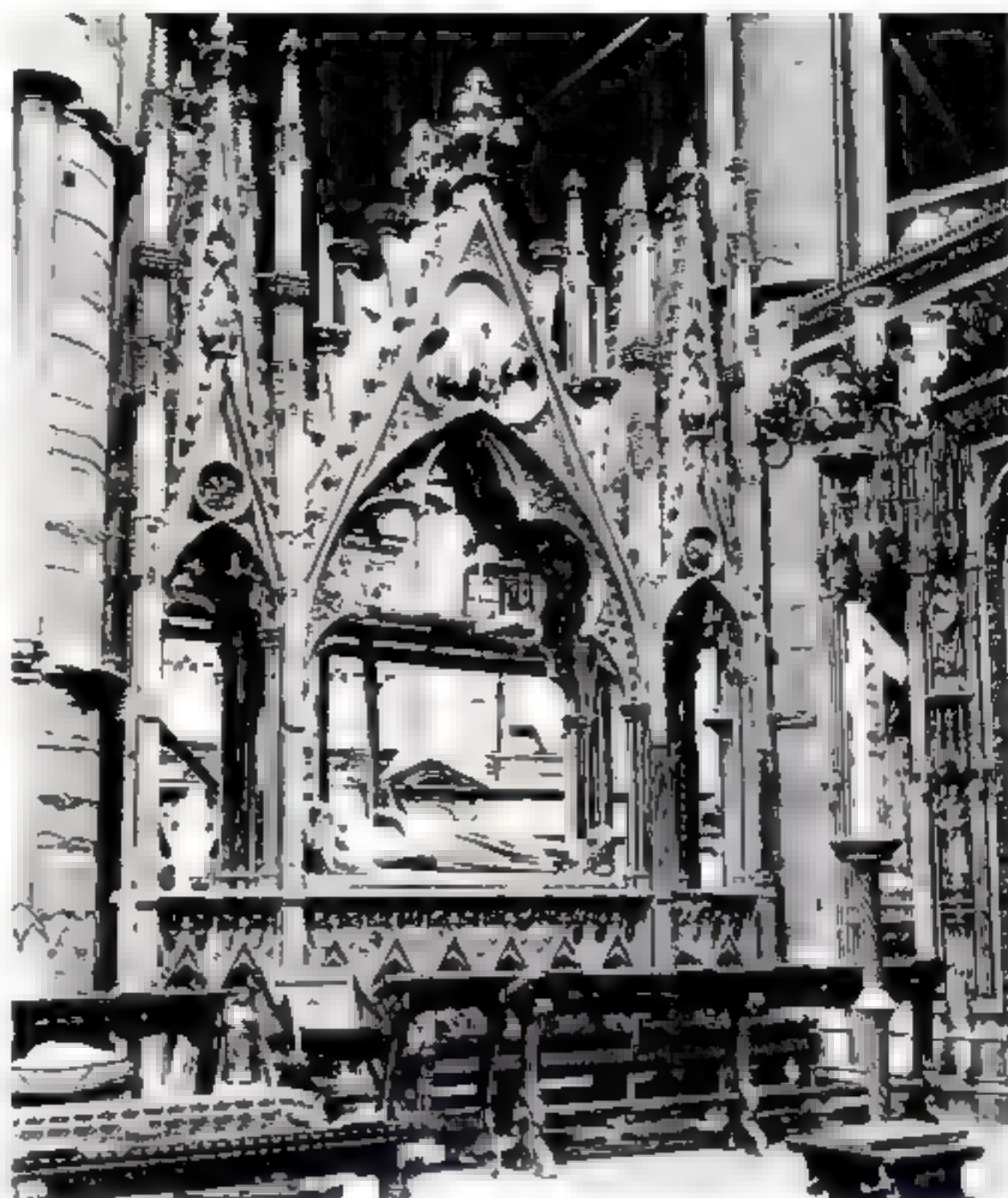
ASK YOUR BARBER for genuine Vitalis in the new sanitary Single-Application Seal-tube. Where you see this seal, you are assured the same genuine Vitalis you use at home.

VITALIS

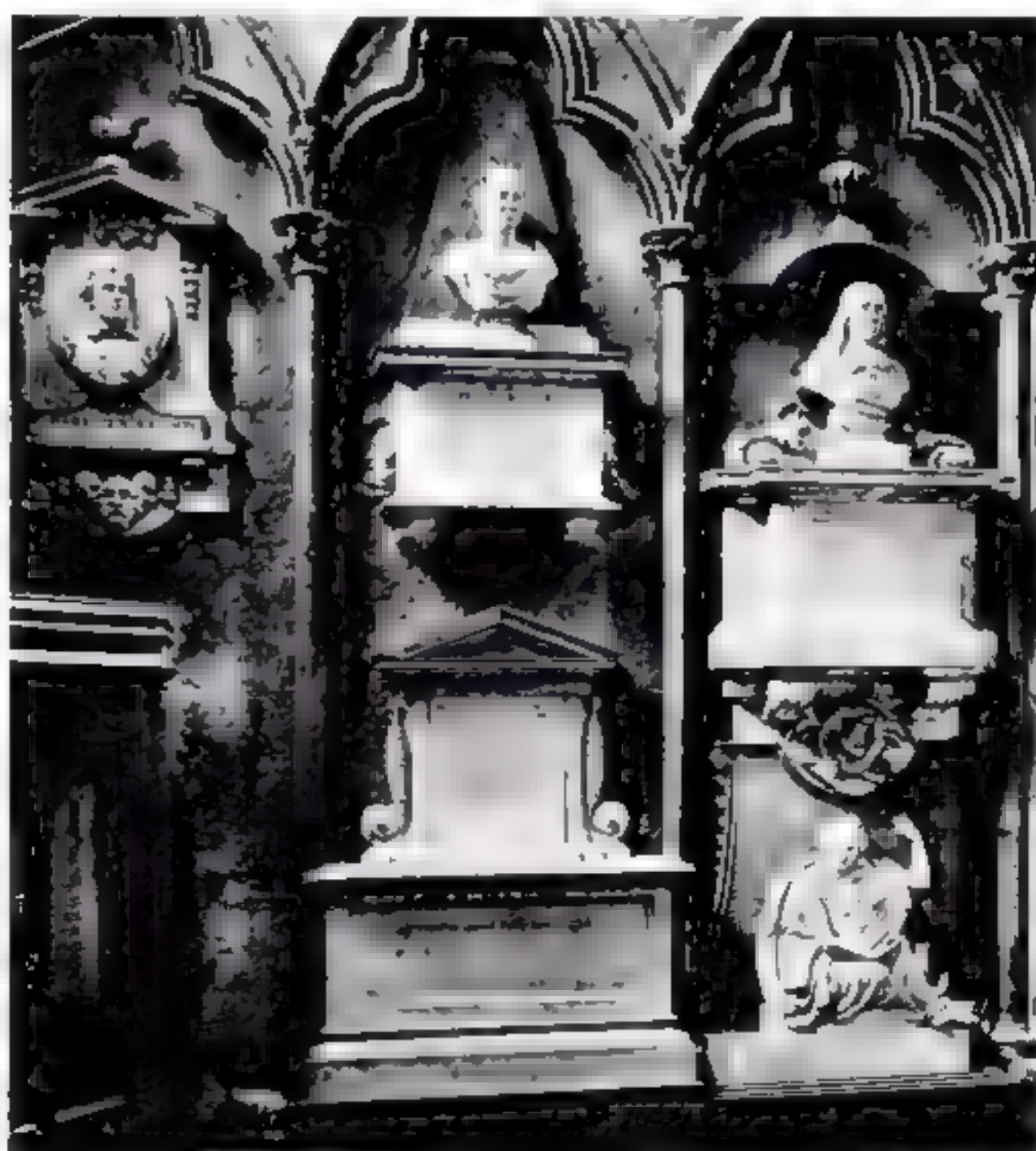


HELPS KEEP YOUR HAIR HEALTHY AND HANDSOME

BURIAL PLACE FOR BRITONS *(continued)*



Westminster Abbey remained for 694 years the burial place for England's royal house who kept it largely to themselves. Thus in 1296 Henry III's valiant second son Edmund Crouchback (meaning wearer of the cross on his back) was buried above, to the left of the High Altar. Just visible along the tomb's base are the figures of the ten Norman knights who accompanied him to Palestine on the crusades. With the rise of England and the decline of its royal house, the Abbey became the burial place for such great non-royal Englishmen as those whose tombs are shown below.



The Poets' Corner of Westminster Abbey marks in ten square feet of English literature's great ashes, Dramatist Ben Jonson (1637), Poet Samuel Butler (1680), Poet John Milton (1674), Poet Edmund Spenser (1599) and Poet Thomas Gray (1771).

Just look what you're missing, Mister!

THIS year's crop of misses knows what travel bliss is—so if you want to play leading man you'll set the stage with Buick's spry and sparkling style.

You'll put yourself out front with power that flows from a valve-in-head straight-eight engine silent and smooth and easy as water from a bubbling spring.

You'll give yourself a car that rides serene as the evening star—a level, steady, upright car, with neither wander on the straightaway nor sidesway on the curves.

You'll put foot to brakes soft and velvety as moonlight, and just about as sure as sunrise in their action.

In this year's glorious Buick you'll find controls manageable as your fingers—you'll ride in deep and cushioned comfort that leaves you ready for fun whether your journey measures five miles or fifty.

You'll travel in style—the smart, stand-out, stunning style of the bellwether car of the year—you'll travel safe and secure in a road-wise automobile built low and staunch and fortified with bodies of steel-plus-style.



GET OFF THE BEATEN TRACK —
this Buick is stout of heart and you can't make it whimper!

You'll travel as a smart man should—in the frugal, faultless, far-ranging manner that makes Buick now so clearly the master of them all.

For the astonishing thing about this marvel car is the fact that it's so easily within your financial reach—it's actually priced lower than some smaller sixes!

★ ★ ★ ★

LOWEST PRICE EVER ON A BUICK 4-DOOR SEDAN!

GENERAL MOTORS TERMS TO SUIT YOUR LIKING



DRIVE IT FAR — drive it hard—Buick can take all you can give it—and come uncomplainingly back for more!



YOUR MONEY GOES FARTHER IN A GENERAL MOTORS CAR

"It's Buick again!"

Like a perfect host



it should be a mixer

You should neither smell nor taste
the gin in the finished drink!



At least, that's the *American* idea of
mixed drinks, and Americans ought
to know. We invented them!

Fleischmann's—the original
American gin—is especially
distilled to please the Amer-
ican taste in mixed drinks.



It whispers to the *lemon* juice—doesn't shout it down.



Makes the *soda* bubble
with joy—smooths ice
and *sugar* into melting
tenderness.

THE FORMULA that gives
Fleischmann's Gin its mag-
nificent mixing quality is
a closely guarded secret.
Everyone, however, can
enjoy the authoritative
smoothness of a genuine
Fleischmann drink.

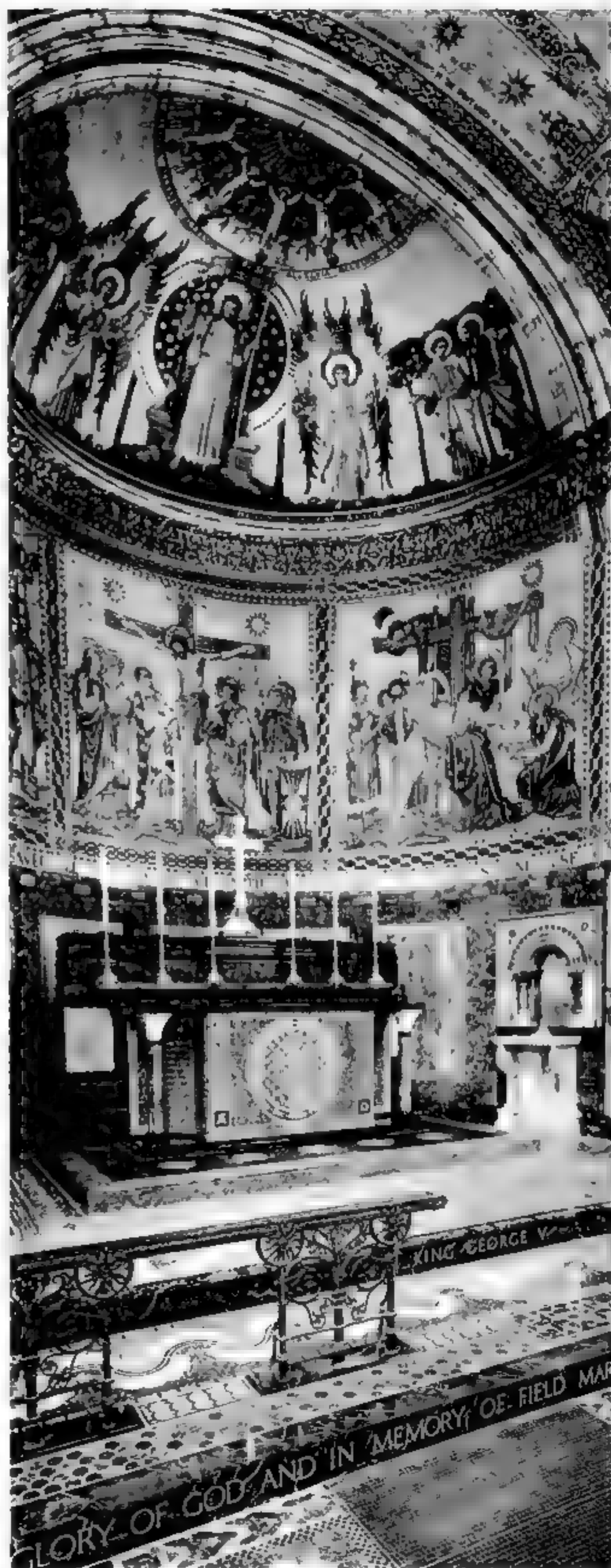
Distilled from American grain—90
Proof. The Fleischmann Distilling
Corporation, Peekskill, N.Y.

Fleischmann's Distilled Dry Gin



4/5 quart

NOT IN WESTMINSTER ABBEY (continued)



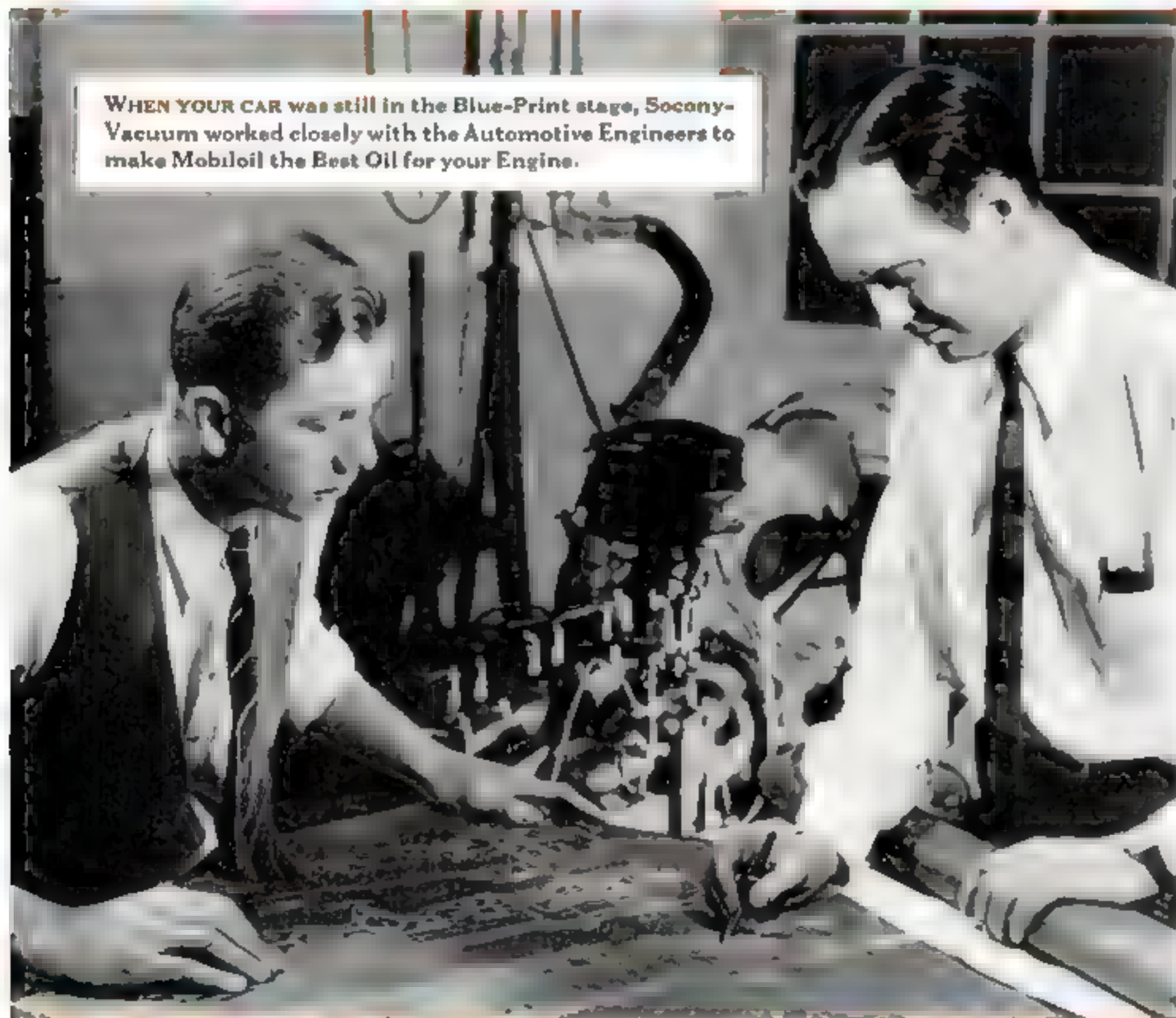
The late George V is not buried in Westminster Abbey, but in St. George's Chapel at Windsor. The above Memorial, subscribed by Guardsmen, is at neither place but in the Guards Chapel of London's Wellington Barracks. George VI unveiled it on April 20.

MADE. NOT FOUND

**THAT IS THE REAL REASON
MOBIL OIL IS THE WORLD'S
LARGEST-SELLING MOTOR OIL**



WHEN YOUR CAR was still in the Blue-Print stage, Socony-Vacuum worked closely with the Automotive Engineers to make Mobiloil the Best Oil for your Engine.



"PRIVATE—NO ADMITTANCE!" A policeman guards the door to every engineering laboratory in Detroit.

For new-car secrets are protected like a gold vault.

"Keep Out" warns the sign—yet almost daily you'll see the men of Socony-Vacuum pass through with a familiar "Hello, Joe."

Automotive engineers and our research staff work hand-in-hand...

To make Mobiloil the best oil for your car.

That's what we mean when we say:

"Mobiloil is made—not found."

Impurities in all crude oil, harmful to engines, must come out!

All oil refiners know this. But not all of them do the job equally well!

For example, the Clearosol Process, by which Mobiloil is made...removes impurities that defy all ordinary refining methods.

Hence Mobiloil is cleaner, tougher, longer-lasting.

Try it and see for yourself...you will find it pays to buy the correct grade of Mobiloil ...and stick to it! Start saving today!

MOBIL OIL AND MOBIL GAS

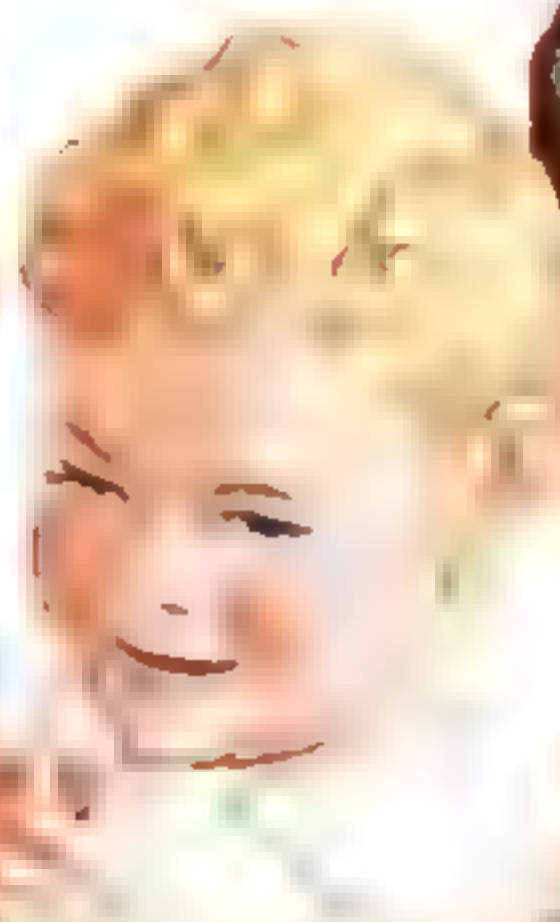
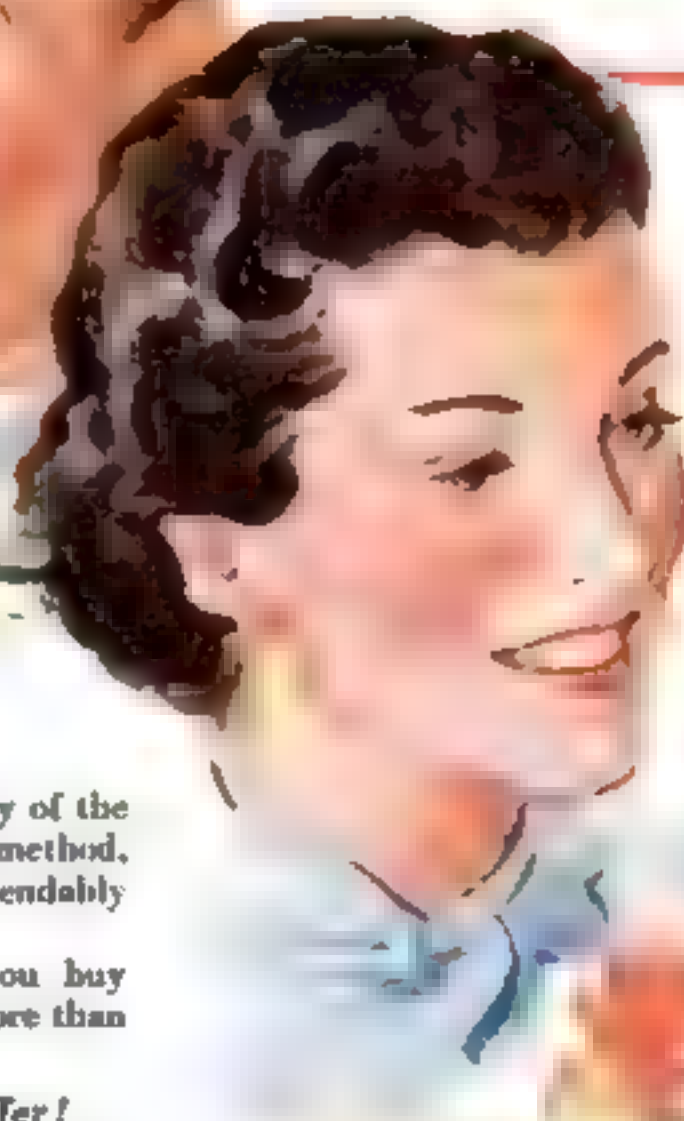
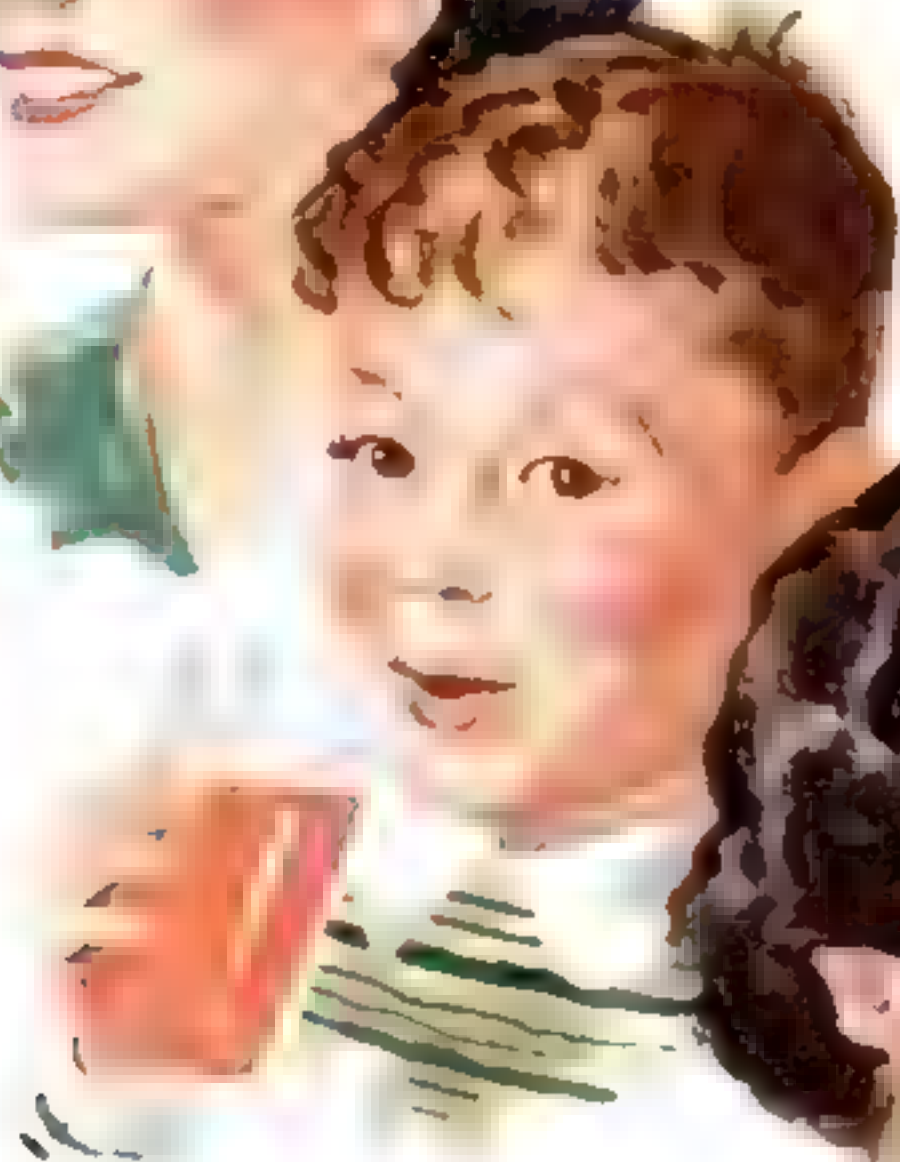
SOCONY-VACUUM OIL COMPANY, INC.





Here's a challenge... Make a taste-test

3 times your money back
if you don't prefer
Libby's Tomato Juice!



THE FULL midsummer goodness of ripe tomatoes, fresh off the vine. We say it's really caught in Libby's Tomato Juice made our patented *gentle press* way. A truly incomparable flavor.

And we're so certain you will think so too that we're actually offering *three times your money back* if you don't agree!

But there's another reason for buying Libby's—for *always* getting it.

Tomato juices vary widely in nutritional value just as they do in flavor. Especially are they likely to vary in their content of Vitamin C. And that is the food factor for which doctors recommend the drinking of tomato juice by children and grown-ups.

Remember this about Libby's—the Food Council of the American Medical

Association, knowing the quality of the tomatoes used and the Libby method, has accepted this brand as a dependably rich source of Vitamin C.

So ask for *Libby's* when you buy tomato juice. It costs you no more than ordinary kinds.

Read this money-back offer!

Buy a can of Libby's Tomato Juice. Chill it, and drink a glassful. If you *don't* agree that it's the best you ever tasted, take the label off the can and on the back of it write your name and address, the name and address of the grocer who sold you the tomato juice, the price that you paid for it, and the reasons why you prefer some other kind.

Mail the label to Dept. LM-1, Libby, McNeill & Libby, Chicago, Illinois. We will send you three times what you paid for one can. Offer expires July 15, 1937.

Libby, McNeill & Libby

*See your grocer's
special display of
this marvelous
Tomato Juice*

Thousands of grocers have made the taste-test and want their customers to try this finer juice. Look for your dealer's display and Libby's amazing money-back offer.



Libby's

gentle press

(Process patented U.S. 1,956,615)

TOMATO JUICE



THERE ARE 100 LIBBY'S FOODS, EACH THE FINEST OF ITS KIND

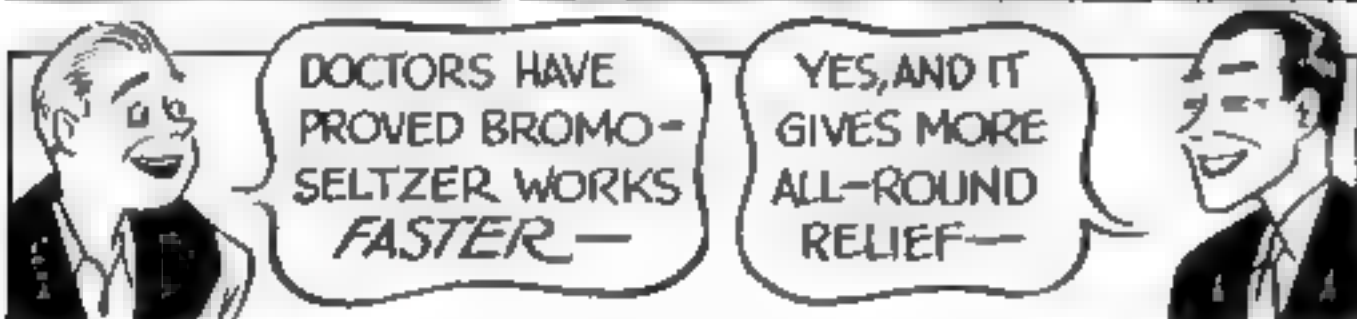


Dressed as an Elizabethan for the Coronation Ball is the redoubtable widow of the Prime Minister at George V's Coronation in 1911—the late Herbert Asquith. Margot, Countess of Oxford and Asquith, is here seen with greyhound and her “Ladies in Waiting,” Blackinson and Kantor.

MARGOT ASQUITH AS AN ELIZABETHAN

**MY HEAD'S BEEN
CROWNED—WITH
A BRICK!**

Place: **LONDON**
Time: **CORONATION**



1. DOCTORS' TESTS recently proved that Bromo-Seltzer stops next-morning headaches faster than any other remedy they tested.

2. SETTLES STOMACH—relieves your upset stomach, feeling of nausea and that awful "dark brown taste."

3. SOOTHES NERVES—calms your overtaxed nervous system. Relieves your sense of strain and fatigue.

4. REDUCES EXCESS LACTIC ACID in the blood caused by overindulgence. Helps restore your normal alkaline reserve.

Get it at drugstores, soda fountains. Keep it handy at home, too.



BROMO-SELTZER

Makes you feel fit FASTER!

PROMOTER WRAPS HOUSE IN CELLOPHANE

The latest method of selling a house, shown below, was thought up by a New York real-estate promoter named William Levitt. Mr. Levitt is the owner of a swank Long Island subdivision, which he calls Strathmore-at-Manhasset, situated next to the estate of Mrs. Payne Whitney. To attract attention to his latest house, which was opened on April 25, he had the entire front wrapped in Cellophane, with a red Cellophane bow.



Six thousand square feet of Cellophane were stretched over the front of Mr. Levitt's house. Running down the centre is a 12-foot zipper, the biggest ever built.



Throngs of visitors were attracted to the opening by a radio broadcast. Four young actresses from the east of the Bronx, who were in the cast of the Broadway show *Babes in Arms*, pulled the giant zipper.



Into the house tramped 5,800 people the first day. Meanwhile Ray Terrill paid \$14,000 for the house, minus Cellophane, planned to move in sometime in May.

IT'S HERE A NEW IDEA IN NIGHT LIFE!

PEPPERELL TAPERED-WEAVE SHEETS

PATENT APPLIED FOR

HERE'S
where and why
SHEETS
GO TO PIECES



Tossing and turning wears out sheets. A normal sleeper changes position some 20 to 45 times in a night. Tapered-Weave* puts extra strength and extra threads down the center, where the hardest wear comes.



A DIFFERENT KIND OF SHEET...WOVEN

Extra Strong WHERE THE WEAR COMES!



EVERYONE knows that the first place an ordinary sheet wears out is down the middle. That is the "Wear-Out" Zone—the part that comes in contact with the body as the sleeper twists and turns. By an ingenious and modern method of weaving, Pepperell has strengthened the threads in this area and increased their number, so that *extra strength* is added where extra strength is needed. This mar-

velous new improvement does not change the appearance of the sheet at all. You cannot feel this extra strength, nor can you see it. Pepperell Tapered-Weave* Sheets show no apparent thick and thin places. They are as light and soft as any sheets you ever used.

Watch for the advertisements in your local newspapers announcing these fine new Pepperell Tapered-Weave* Sheets

on sale in your city. Pepperell Manufacturing Company, 160 State Street, Boston, Massachusetts.

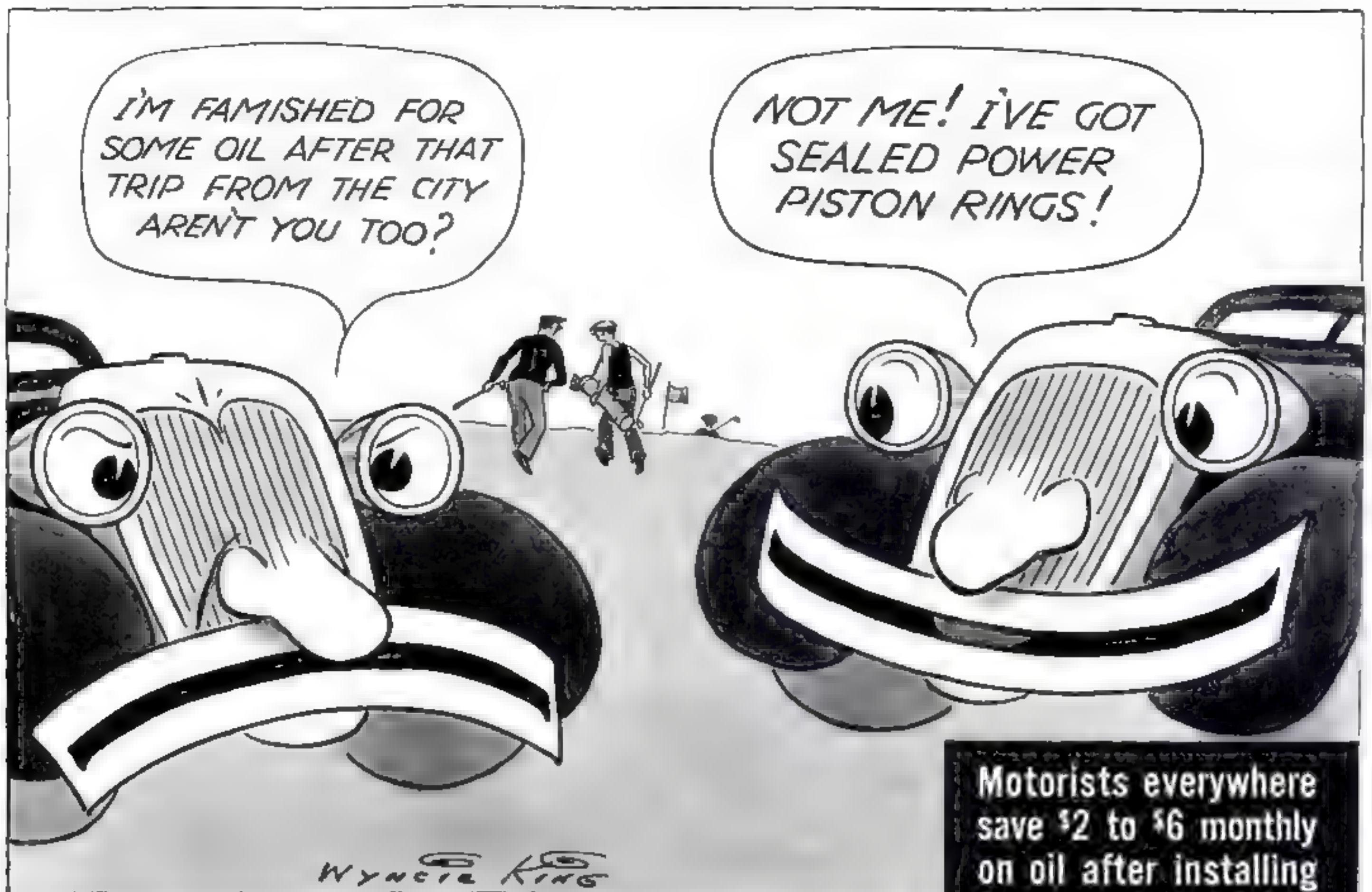
*Patent applied for

PEPPERELL
TAPERED-WEAVE
SHEETS

SHIRTS • SLACKS • BOYS' SHORTS • MEN'S PAJAMAS • PLAY CLOTHES • BOYS' SHIRTS • WORK CLOTHES • BABY CRIB BLANKETS • CRIB SHEET

LOOK FOR THE
PEPPERELL
LABEL
ON THESE AND
OTHER COTTON
FABRICS





Motorists everywhere save \$2 to \$6 monthly on oil after installing these amazing SEALED POWER PISTON RINGS

Is your car's appetite for oil "between meals" keeping you broke?

STOP paying, paying, paying for oil! Yes—send your car's "between meal" oil appetite by doing what thousands of motorists have already done: install Sealed Power Piston Rings and save from two to six dollars monthly on oil alone!

You can do it—yes, and win back new car pep, power, performance too! In fact, motorists everywhere report "drain to drain" oil mileage since installing Sealed Power Piston Rings in cars formerly using as high as 12 or 13 quarts of oil between changes!

Best in new cars... Best in old cars

These great rings were designed by the same Sealed Power engineers who created the rings for the 1937 Buick, Cord, Hudson, Oldsmobile, Nash LaFayette, Pontiac, Terraplane, Willys and other famous cars. They feature a remarkable inner spring which expands the outer ring so that it conforms to the distorted shape of the cylinder wall. Thus, gas is kept in the combustion chamber. Oil is kept out! Power is securely sealed! Sensational savings in oil and gas result!

But—let us warn you! Sealed Power Rings cannot do the impossible. If new valve guides, new bearings or new Sealed Power Lo-Ex Pistons are needed, Sealed Power Rings alone cannot restore 100% oil economy. Your Sealed Power ace mechanic will tell you what your car needs.

Meanwhile, write for our valuable new booklet, "New Low Cost Way to Save Oil and Gas and Increase Pep!" It's free! And you'll like it!

SEALED POWER CORPORATION
Department 305 Muskegon, Michigan
Canadian Factory at Walkerville, Ontario



This \$1.75 Ash Tray with top from box of Sealed Power Rings... only **25¢**

When you have Sealed Power Rings installed this spring, ask your repairman for the Sealed Power box. Send the top to Sealed Power Corporation, Muskegon, Mich., with 25c. We will send you the beautiful \$1.75 value statuette ash tray as illustrated—with figure in chromium or bronze.

No advertising on tray or statuette. A wonderful bargain! Offer ends May 31, 1937

SEALED POWER PISTON RINGS

Also ask for Sealed Power Pistons, Piston Expanders, Piston Pins, Valves, and Cylinder Sleeves



The broad grins on the faces of Billy (left) and Bobby arise from the fact that they are riding up and down in their apartment house elevator, keeping everyone else from using it.



At a soda fountain, Bobby (left) and Billy order chocolate sodas, drink them in no time. The twins have much the same likings and hobbies, coordinate perfectly in whatever they do.

HOLLYWOOD'S NEWEST CHILD STARS: BILLY AND BOBBY MAUCH

Billy and Bobby Mauch, the stars of *The Prince and the Pauper* (see page 34) are identical, twelve-year-old twins. Their name is pronounced "mock." Born in Peoria, Ill., they have worked as actors, radio entertainers and advertising models since they were seven. Off screen they are normal, high-spirited boys, full of fun and delighting in practical jokes. Their mother, Mrs. Felix Mauch, took them to Hollywood. Their father has now joined them, after transferring from the New York to the

Los Angeles office of the Toledo, Peoria and Western Railroad.

The Mauchs were not hired as twins. Warner Bros. discovered Billy first when his mother had him try out for the part of the young Anthony in *Anthony Adverse*. When Billy got the part, Bobby acted as stand-in. Identical twins are something new in the movies and it took Warners some time to figure out the proper way to use them. Meanwhile Billy made *Penrod and Sam*. *The Prince and the Pauper* gave both of them made-to-order roles.

THE TWINS WRESTLE PLAYFULLY BILLY IS THE ONE WHOSE FACE YOU SEE. HE WEARS A RING OF KEYS TO IDENTIFY HIMSELF



"Hey...!!
RAIN-IN-THE-FACE!"

THAT METAL TRAY SURE LET YOU DOWN"



FOR ICE CUBES AT THE REFRIGERATOR
DEMAND *Flexible Rubber Trays*

The one place to get ice cubes... one or a dozen... is right at your refrigerator. And there is only one way to enjoy this split-second ice cube convenience—and that is to have Flexible Rubber Trays. Ice cubes pop out instantly—full-sized, cold and dry. There is no sticking. So, tell your dealer that you are through forever with wasteful, woeful sink diving and splashing for weak-kneed, water-

logged cubes. Demand that the refrigerator you buy comes completely equipped with Flexible Rubber Trays, and get all the benefit of all the ice you freeze. Or to modernize your present mechanical refrigerator, ask your dealer for Flexible Rubber Trays—the only way to get ice cubes instantly... at the refrigerator. Inland Manufacturing Division, General Motors Corp., Dayton, O.



ICE CUBES INSTANTLY—
AT THE REFRIGERATOR

THE MAUCH TWINS IN HOLLYWOOD

(continued)



There are several minute differences between the Mauch twins. As the picture below shows, Bobby is a little taller. Billy (left, above) is a little more serious. Their mother can tell them apart, except when they are asleep, but the rest of the world finds it impossible at all times.

This fact has not only been the Mauch boys' good fortune but it is the source of much of their fun. During the making of *Anthony Adverse* and *Penrod and Sam*, Billy was supposedly the actor, Bobby his stand-in. Actually they often swapped roles, neglecting to tell the director until the pictures were finished. In *The Prince and the Pauper*, Bobby is supposedly the real prince at all times, Billy the real pauper. But Director William Keighley found them practicing their old game and now only the twins themselves can say for sure which was which in any particular scene.

After *The Prince and the Pauper* was finished, Warners thought it would play safe and hire only one of the twins until it found another story for both. Mrs. Mauch spiked this scheme by threatening to let a rival studio have the other boy. Warners signed both, on a contract which gives \$350 a week to each of the boys, plus \$150 a week to Mrs. Mauch.



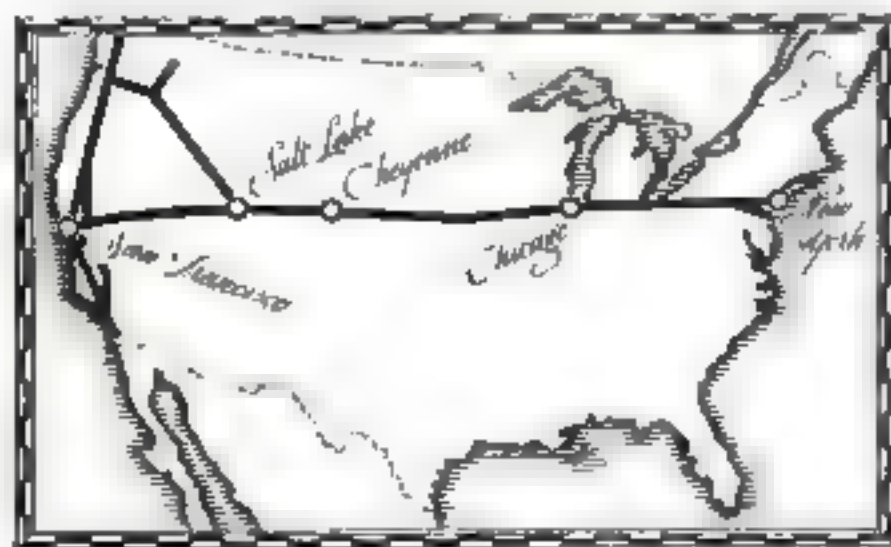
NOW ANOTHER GREAT AIR FLEET SELECTS HAMILTON, "WATCH OF AIRLINE ACCURACY"

New United "Mainliners" (Extra-Fare, Three-Stop, Coast-to-Coast) Hamilton Timed



INTRODUCING JACK KNIGHT, veteran United Air Lines pilot, with a record of two million miles of flying to his credit. As he flies over an airway marker beacon (known as a "fix" to the initiated), Pilot Knight checks by his accurate Hamilton to determine his exact ground speed.

(Below) Following the nation's first transcontinental air route, United's "Mainliner" service bridges the continent in 15½ hours, with only three stops between New York and San Francisco—Chicago, Cheyenne, and Salt Lake.

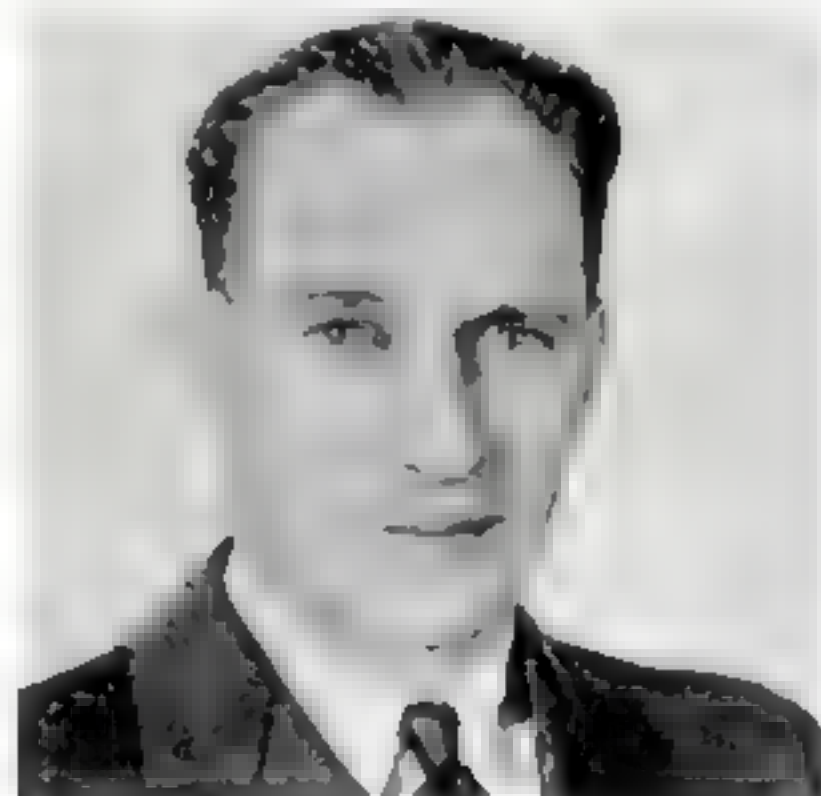


NEW HONORS for "the watch of railroad accuracy"! With the inauguration, May 10th, of their 15½-hour, three-stop, extra-fare coast-to-coast service, United Air Lines' luxury ships, the "Mainliners," will be Hamilton-timed. Again, "the watch of railroad accuracy" serves the airlines.

Hamilton accuracy is an invaluable guide to United's pilots—checking position in the air, calculating air speed, timing radio communication with airports along the way . . .

. . . Just as Hamilton accuracy is an invaluable guide in the everyday lives of all those who carry America's finest watch. Are you a Hamilton owner?

Hamilton owners take pride in the fact that Hamilton makes no watches with fewer than 17 jewels, no watches cased in less than platinum, solid gold or gold filled . . . Yet Hamilton prices begin as low as \$37.50. Write for illustrated folder of new 1937 models. Hamilton Watch Company, 891 Columbia Avenue, Lancaster, Pennsylvania.



SAYS WALT ADDEMS, Chief Pilot of United Air Lines: "Modern flying calls for on-the-dot timing in maintaining accurate navigation from coast to coast. That is why we have made Hamilton the official watch on all our New York to California 'Mainliners'."

(Left to Right)

PAULA. 10K gold filled, either white or yellow. With silk ribbon, \$37.50. With gold-filled bracelet . . . \$40

SONYA. 14K solid gold, white or yellow. With silk cord and solid gold fittings, \$60. Gold-filled fittings, \$55

CLARK. 14K gold-filled. Applied gold numeral dial (shown), \$52.50. Inlaid black enamel dial, priced at . \$50

MORLEY. 10K gold-filled. Applied gold numeral dial (shown), \$40. Inlaid black enamel dial, priced at . \$37.50

Other Hamiltons range in price from \$37.50 to \$1500.



GIANT SIZE PEPSODENT ANTISEPTIC

**Lowest
Price
in History!**

Now only
75¢

■ Now, millions more can switch to Pepsodent, the pleasant Antiseptic that keeps breath sweet and pure 1 to 2 hours longer than many other leading brands!

The giant bottle of Pepsodent Antiseptic formerly sold for \$1.00. Now, this new giant size, containing 14 ounces, sells for only 75c.

3 Bottles for the Price of 1

Pepsodent keeps breath sweet 1 to 2 hours longer, because it kills odors due to unhygienic mouth conditions even when diluted with 2 parts of water.

Thus you get the equivalent of 3 bottles of Antiseptic for the price of 1! Pepsodent now comes in 3 generous sizes — 25c, 50c, and the new giant size for 75c, the lowest price in history.

Try, today, this remarkably quick way to relieve bad breath and help fight colds.



*In
Germ-Killing
Power—*

**1 BOTTLE
PEPSODENT
ANTISEPTIC**



**3 BOTTLES
OTHER LEADING KINDS**

LASTS 3 TIMES AS LONG..YOUR DOLLAR GOES 3 TIMES AS FAR!



AN INDIAN IDOL LOSES ITS CASE BEFORE THE BRITISH PRIVY COUNCIL

The name of the Hindu idol above is Sri Sri Iswari Bhubaneswari Thak Urani. It was set up in India about 80 years ago by two brothers and worshiped by them and their sons. In 1888 it legally became a property owner when two of the sons jointly deeded property to it. Later the two quarreled and agreed to partition the property. The idol's legal guardian carried a protest to the courts. The High Court of Judicature at Fort William, Bengal, partially supported him by awarding the idol part of the property and the income from the rest. The idol appealed. On April 8 the case, after 20 years, had reached Britain's highest court for Empire disputes: the Judicial Committee of 20 of the Government Privy Council in London. The Committee dismissed the appeal and charged the costs of the action against Sri Sri Iswari Bhubaneswari Thak Urani.

*"Let's have it Now—
and another glass
for Breakfast!"*



Just the way thousands feel about DEL MONTE Pineapple Juice, sir! They want it early—and they want it often. Can't get enough of it!

And here's why: Straight to you it comes—packed fresh from the most luscious, sun-ripened pineapples.

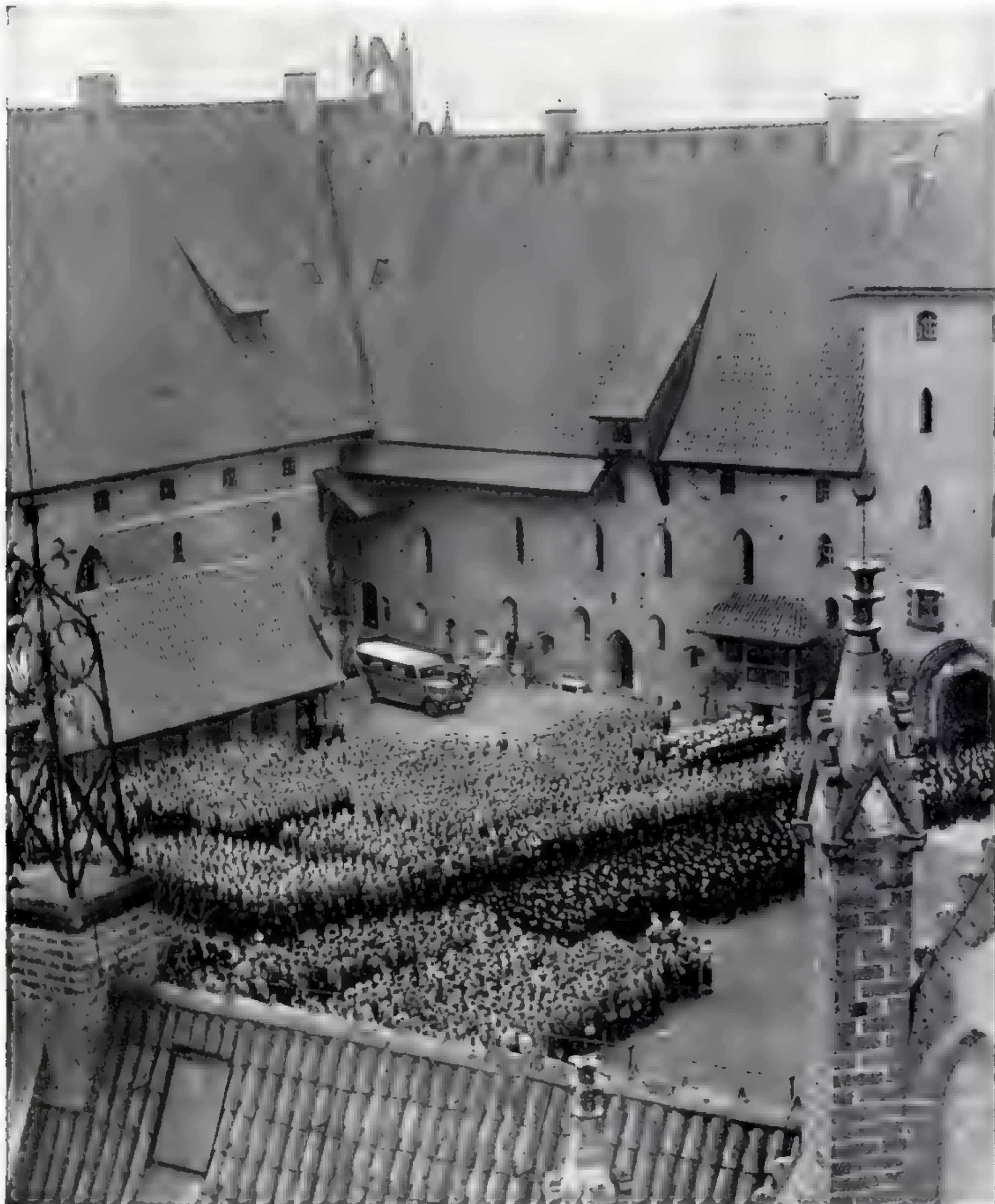
Rich? Gloriously! Fairly blooming with fragrance and flavor. The kind of pineapple juice that tropic travelers write home about!

Enjoy this kind of juice yourself—DEL MONTE Pineapple Juice! Make it a breakfast habit—and see how gladly the family gets up and at it!

**IT'S *Del Monte*
PINEAPPLE JUICE**

PURE • NATURAL • UNSWEETENED

THE CAMERA OVERSEAS: THE GERMANS CELEBRATE A HITLER BIRTHDAY



Young Germans massed and were sworn into the Hitler Youth on the eve of Adolf Hitler's birthday April 20 in one of Nazi Germany's most sacred courts, the quadrangle of Marienburg Castle. This splendid castle was raised by

the ancient Teutonic Order of Knights in the 14th Century when the Order ruled the Baltic coast and much of what is now Poland. But the Knights lost the battle of Tannenberg in 1410 to the Poles and Germany's future turned

from east to west. One of Adolf Hitler's theories is that it must turn east again, resume the Teutonic Order's work of conquest eastward. Today Marienburg is just inside East Prussia, narrowly escaped being part of the Polish Corridor.



Against Berlin's Brandenburg Gate, Germany's armored cars and tanks massed for the customary parade past Adolf Hitler on his 48th birthday, April 20. Right background are fast little two-man tanks; middle foreground, armored cars with periscopes and machine guns; left background, tanks with bomb-defense superstructure. Day before, Hitler dedicated 90 standards commemorating "the greatest of all campaigns, the World War"



To Mary Pickford, touring Europe while her fiancé, Buddy Rogers, finished a movie in London, Berlin's Brandenburg Gate seemed a charming background for a portrait at twilight just before the Nazi doings (left). On May 3, Miss Pickford arrived in the U. S. on the Queen Mary.

THE ENGLISH SOAK THE RICH AND MAX BAER



England's Lord Chief Justice, Lord Hewart, wore an eyeshade April 15 to watch England's boxing pride, mediocre Tommy Farr, outpoint clownish Max Adelbert Baer of the U. S. who has become little more than the debris left by Negro Joe Louis and World Champion Jim Braddock.



England's next Prime Minister, Neville Chamberlain, was still a worried Chancellor of the Exchequer April 19 when he walked through London's St. James's Park (above) with his able Irish wife who walks him to his office every morning. On April 20 he announced 1937's \$4,315,500,000 "soak the rich" budget, then on a sagging stock market more uncertain than any since 1931, boldly launched and sold a \$500,000,000 defense loan.

THE CAMERA OVERSEAS: THE BASQUES BECOME WORLD HEROES



This bombed church was the first devastation of the Spanish Civil War genuinely to arouse the British, for this is a shrine at Durango in the Basque country and the

Basques, unlike most other Loyalists, are powerfully religious. Hence the Rebels became automatically atrocity-committers. But on April 30 another bomb dropped that

was far more appalling to the British Admiralty, for it sank the Rebels' only battleship, the antique *España*, and for the first time proved that a plane can sink a battleship.



CAPTAIN "CORN" ROBERTS



CAPTAIN "POTATO" JONES

The British on April 14 found, with a sigh of happiness, a side they could love in the Spanish Civil War. It was the desperate cause of the Basques, who are both pro-Liberty (which the Rebels are not) and pro-God (which the Loyalists are not). The Basques had been half-starved by a Rebel bluff blockade of their coast. British food ship captains squalled for protection from the British fleet to run the blockade. Loudest squaller was Captain David ("Potato") Jones and the House of Commons was told that the entire British Navy was toasting dauntless "Potato" Jones. First to get through to Bilbao, however, and thus prove that there was no blockade was Captain W. H. ("Corn") Roberts. These two overnight heroes are shown above and, at right, Basque women being evacuated by a British destroyer.



By far the best native fighters in Spain are now at one another's throats around Bilbao in the three Basque provinces on the Bay of Biscay. On the Rebel side are the Monarchist Carlists of Navarre. And the Basques are nearly as fine a natural fighting-race as the Scots. For eight months some 50,000 of them have kept a Rebel army busy. Before Rebel General Franco can concentrate properly on Madrid, he must finish off the Basques. On April 26, he broke the Basque lines and his Moors were accused of raping Basque women. On April 29, the thoroughly enraged Basques withdrew to a triple line of concrete trenches around their capital of Bilbao.

There are about 800,000 Basques in Spain and France, probably the nearly pure descendants of the pre-Aryan aborigines of Spain, not the same race as the Welsh, as Lloyd George thinks. Their history is more nearly like that of the Scots. For 800 years they fought off the Franks from the north and the Spaniards and Moors from the south, spoke their own unique language, maintained their own parliamentary juntas and wore berets, red in Viscaya Province, white in Alava and blue in Guipúzcoa. They first joined Spain mainly for convenience and politeness.



Basque militiamen. The Basque type, amazingly pure, shows a pointed chin and a hooked nose. Like all mountain people, they are hardy, courageous, thrifty, suspicious

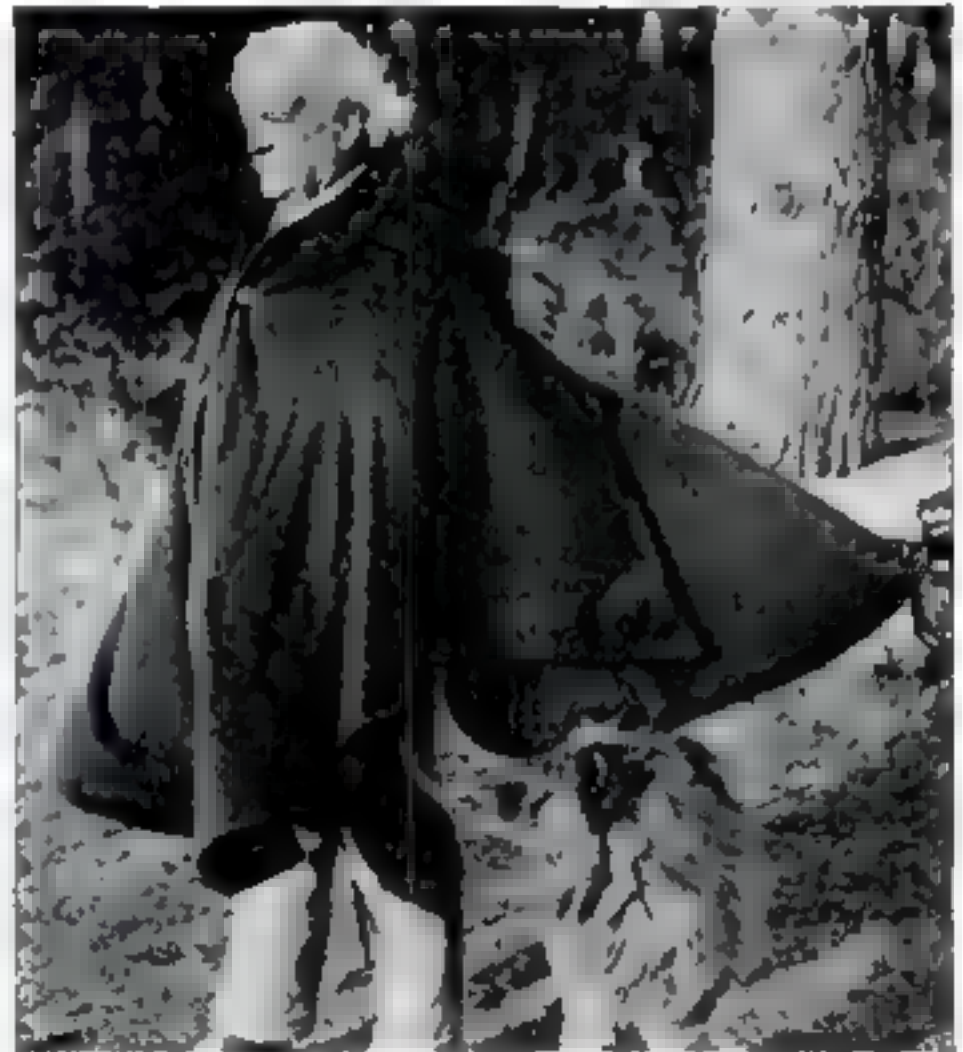
and violent. The mountains have kept out foreigners. The Basque mountainsides, watered by ocean winds, are as green as Ireland, grow apples, grapes and even oranges.



Basque President José Antonio de Aguirre y Lecube on April 29 appealed to the world, "Save our women and children. For our men, we ask nothing," and emphatically meant it.



The sacred oak of Guernica, under which Basque juntas met for 600 years and kings of Spain swore to recognize Basque freedom, was bombed but not hit April 27 by the Rebels.



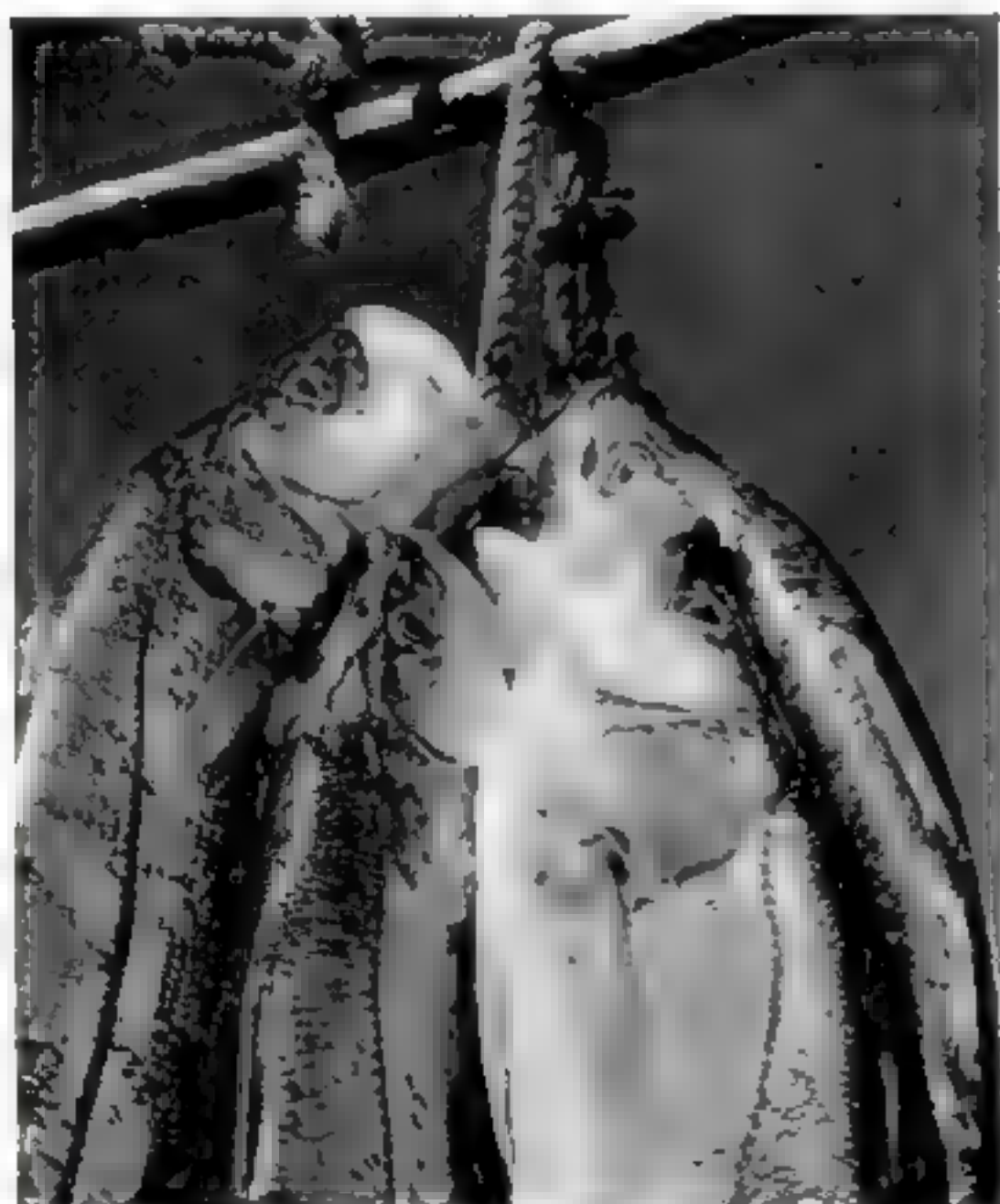
Lloyd George wished Godspeed to a Rebel-blockade-running ship subscribed for by British M.P.'s with the assertion that he, a Welshman, was of the same race as the Basques.



THE REBELS SWEEPED DOWN FROM THESE BASQUE MOUNTAINS ABOVE EL ORIO AND CLOSED IN ON BILBAO



THE STORY OF *THE WAVE* IS THE STORY OF THE OPPRESSED FISHERMEN OF ALVARADO SHOWN ABOVE HAULING IN THEIR BIG NET



HADDOCK ARE ALVARADO'S IMPORTANT FISH

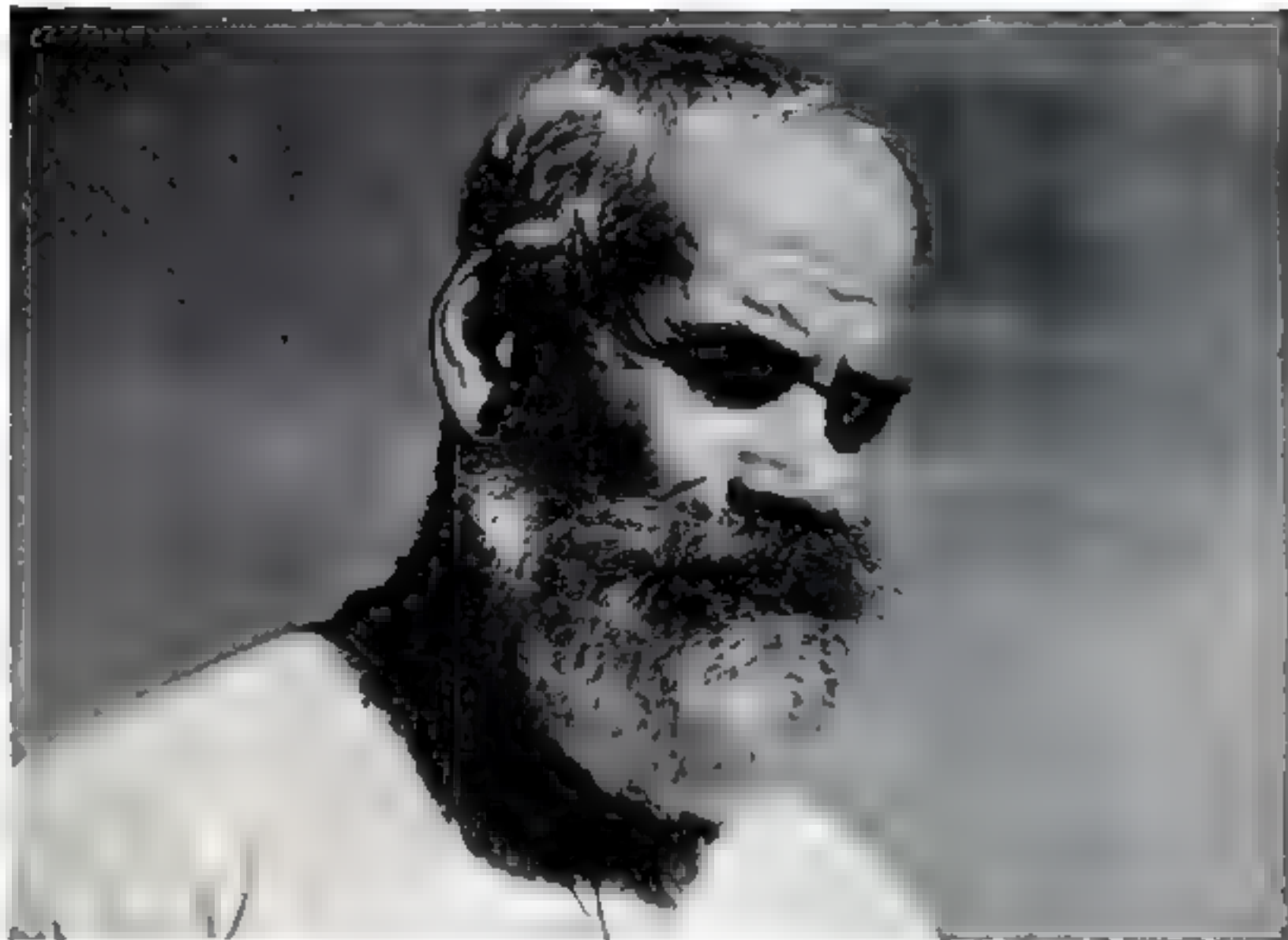
AN AMERICAN PHOTOGRAPHER DOES PROPAGANDA MOVIE FOR MEXICO

Now showing in Mexico and Manhattan is a motion picture called *The Wave* which a U. S. photographer made as propaganda for the Mexican government. On this and following pages are stills from the movie. They constitute some of the loveliest photographs that ever came out of Mexico or a motion picture.

The photographer who produced *The Wave* is Paul Strand, one of the best U. S. cameramen alive. He was commissioned by the radical Mexican government to do a film which would show Mexican workers how other workers live and improve their conditions. Strand took as subject the revolt of the poor fishermen of Alvarado against the exploiting fish buyers. The fishermen were getting only three cents a pound for the haddock they caught. One of them, Miro, persuades other fishermen to withhold their catch from the buyers until better prices are paid. But some dissenting fishermen

refuse to join Miro's revolt. A fight starts between the factions. Miro is shot. His death shocks the dissenters into realizing that the only way they can fight successfully against the buyers is by organization. United, they return to demand higher pay from the buyers.

The virtue of the film as propaganda lies in its simple demonstration that workers must organize. This is a lesson which the anti-capitalist government of Mexico is very anxious to drill into the minds of the long-oppressed workers and peasants. The virtue of *The Wave* as a motion picture lies almost entirely in the magnificent slow paced photography and the striking close-ups. The film gains realism from the fact that the locale was a genuine fishing village on the Gulf of Veracruz and the actors almost all local fishermen. American filmgoers will be impressed with the film's beauty, and bored by its dragging tempo and slow action.



THE OLD FISHERMAN COUNSELS PRAYER AND RESIGNATION



FOR LONG AND STRAINING WORK, FISHERS GET SMALL PAY

MIRO (BELOW, LEFT), THE TRAGIC HERO OF THE WAVE, WATCHES SULLENLY AS THE FOREMAN WEIGHS HIS CATCH



MEXICAN PROPAGANDA MOVIE (continued)



THERE IS NO RUN OF FISH. THE FISHERS SIT IDLE ON THE BEACH



A FISHERMAN SITS ON HIS BOAT, PONDERING HIS SAD LOT

THE DYING MIRO, SHOT IN A BRAWL, IS PLACED IN A BOAT (LOWER LEFT), ROWED AWAY. THE SADDENED FISHERMEN FALL IN BEHIND





LOCALE OF THE FILM IS ALVARADO. BEHIND THE HULK AND THE DRYING NETS IS THE HOUSE OF A RICH MAN WHO EXPLOITS THE POOR FISHERMEN



THE FISHERMEN EXAMINE A LEAN CATCH



HERE THE TALK OF REVOLT BEGINS



Quality plays first fiddle in Old Quaker's theme song: "There's A Barrel Of Quality In Every Bottle, But It Doesn't Take A Barrel Of Dough-Remi To Buy It." If it's OLD QUAKER, it's OK!



Think STRAIGHT... buy STRAIGHT

OLD QUAKER

STRAIGHT WHISKEY—AS YOU PREFER
IN BOURBON OR RYE



COPR. 1937, THE OLD QUAKER CO., LAWRENCEBURG, INDIANA

Private Lives



THE WEDDING OF EVELYN WAUGH TO LAURA HERBERT

Some of the most cynical writing in modern England has been done by bright Evelyn Waugh, whose *Vile Bodies* and *Decline and Fall* spoke with sharp mockery of such sacred things as marriage and religion. Mr. Waugh was divorced by his wife in 1930. He was 27 at that time. Nine months later he became a Roman Catholic. In London recently, at the Church of the Assumption, he married Laura Herbert with full Catholic rites.

Europe and General MacArthur went to Manhattan, quietly married Miss Faircloth. The General is 57.

Pu Chieh was dressed in the uniform of a Manchukuo cavalry officer. Hiroko

Jean Marie Faircloth is 38 and the daughter of a well-to-do Nashville, Tenn. flour miller. Miss Faircloth has spent a great deal of her life traveling. Couple of years ago, she visited the Philippines, struck up a close friendship with Major General Douglas MacArthur, former U. S. Army Chief of Staff, now military adviser to the Philippine Government and closest man to Philippine President Manuel Quezon. Miss Faircloth came back to the U. S. early this year. In February, President Quezon came to Washington. With him was General MacArthur. Quezon and MacArthur busied themselves with Philippine-U. S. affairs (LIFE, April 12). Then Quezon dashed off on a trip to

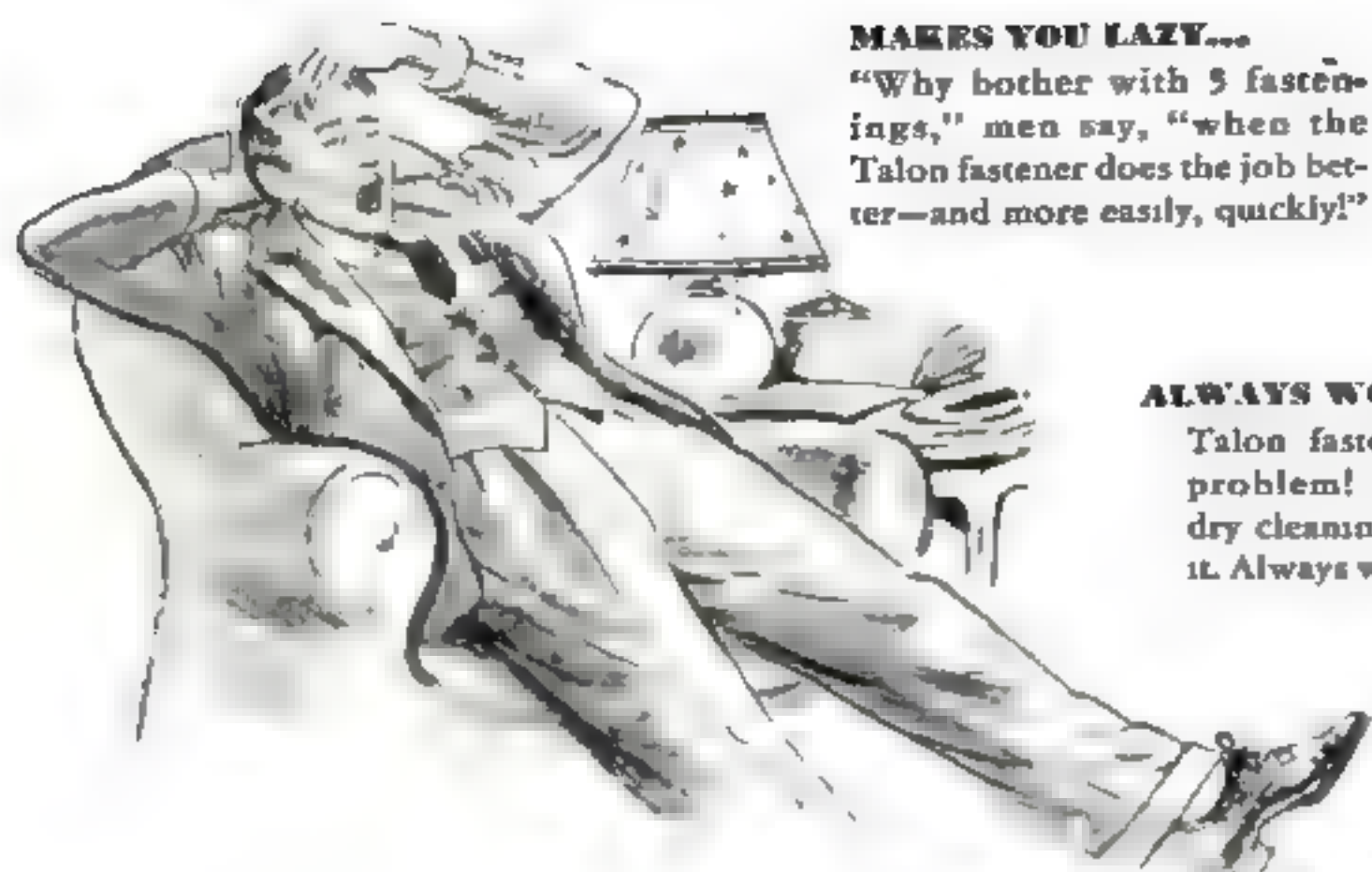


PRINCE PU CHIEH AND BRIDE

Saga was dressed in the ornate kimono which wives and daughters of Japanese peers can wear. They knelt at a Shinto altar in Tokyo and exchanged nine cups



GENERAL AND MRS. MACARTHUR AT THEIR WEDDING BREAKFAST

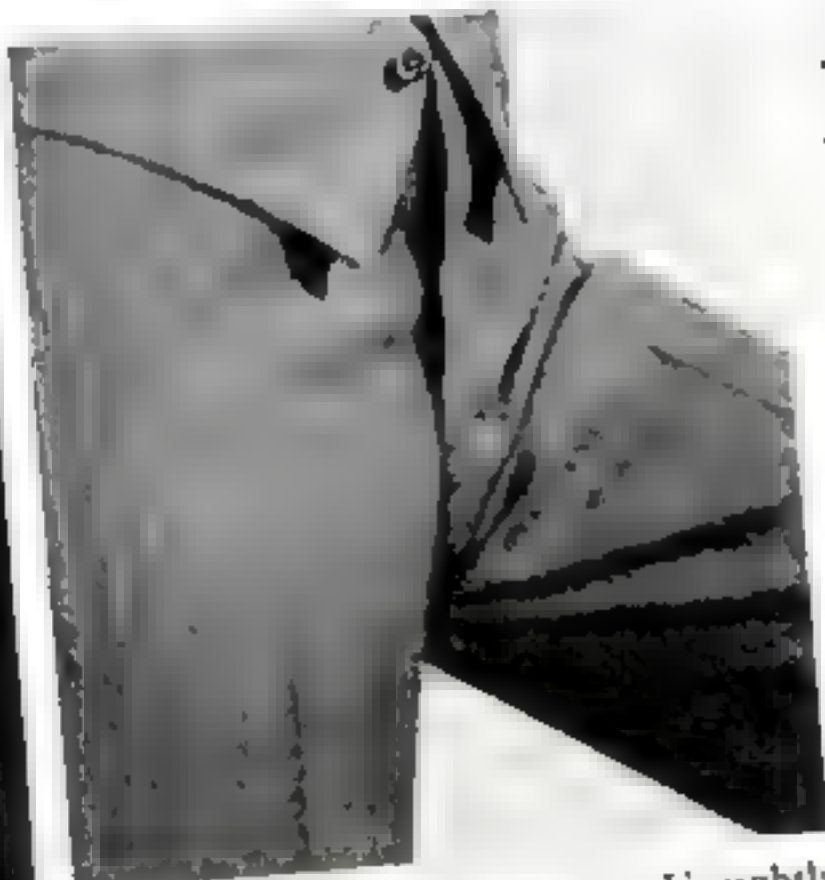


MAKES YOU LAZY...
 "Why bother with 5 fastenings," men say, "when the Talon fastener does the job better—and more easily, quickly!"

ALWAYS WORKS RIGHT
 Talon fastener ends this problem! Pressing and dry cleaning do not harm it. Always works perfectly!



"Excited?" You'd think they were my first long pants!"



Dramatic difference... Unsightly gaps, often caused by the old fastenings, are impossible with the Talon slide fastener (below), perfected expressly for trousers.

FIND OUT WHY 12 MILLION MEN ARE ENTHUSIASTIC ABOUT THE TALON TROUSER FASTENER

A man writes that he naturally expected the Talon slide fastener for trousers to be more convenient than the old-type fly.

"But," he says, "I never dreamed that the difference in ease and speed would come so close to being 'the thrill of a lifetime'."

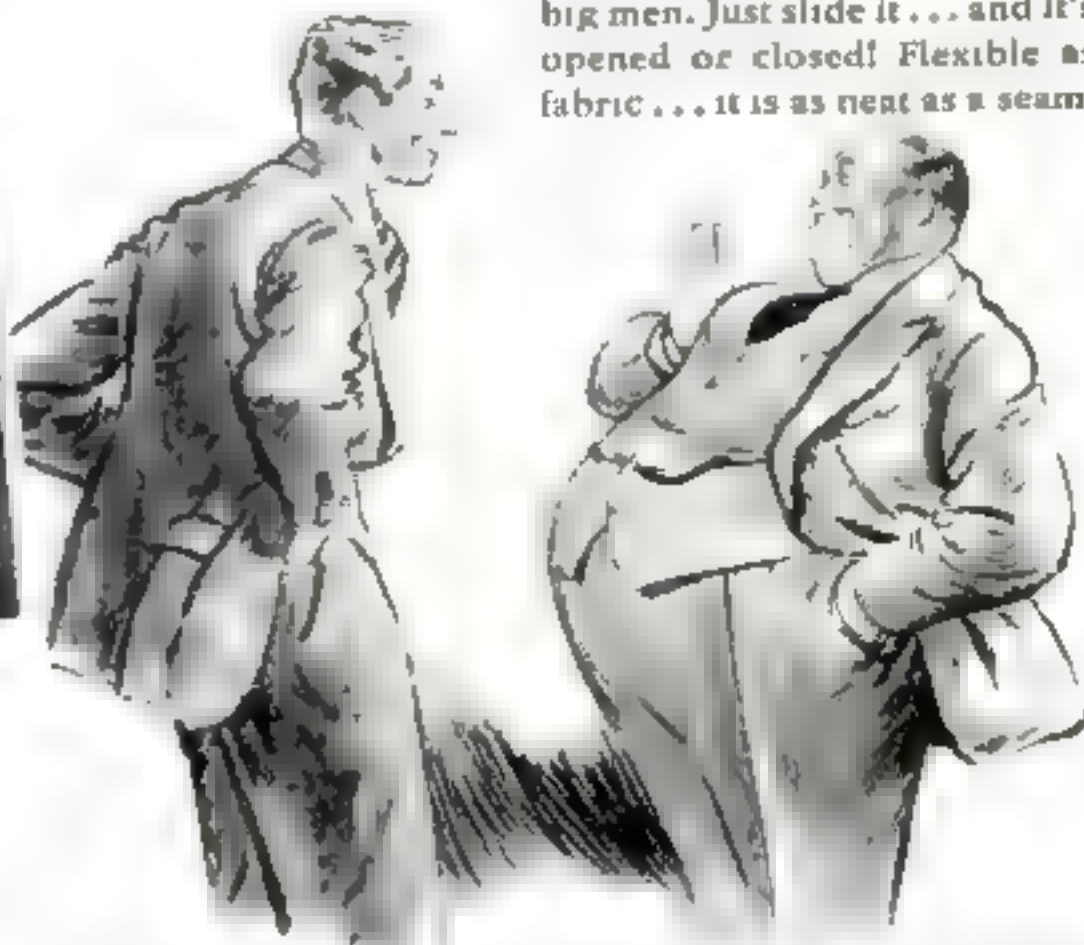
Ask to see a suit with the Talon fastener. You'll be amazed that the fly of your trousers could be so dramatically improved!

Introduced in expensive clothing . . . the Talon slide fastener now comes on better-made suits of all prices. Try it on your next suit! HOOKLESS FASTENER COMPANY, MEADVILLE, PA.



GIVES YOU PEACE OF MIND
 With the Talon fastener, you know your trousers are closed. The Talon fastener can't open accidentally. It locks at the top!

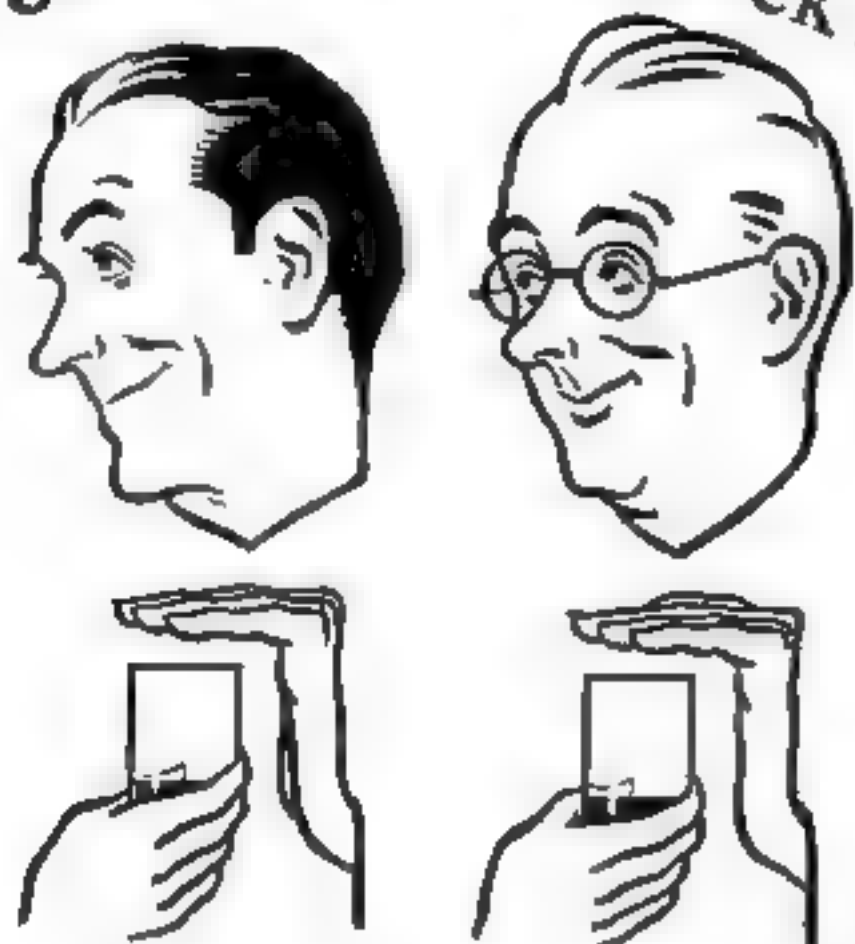
"A LIFE-SAVER FOR ME"
 The Talon fastener is a boon to big men. Just slide it . . . and it's opened or closed! Flexible as fabric . . . it is as neat as a seam!



TRY THE TALON FASTENER ON YOUR NEXT SUIT—AND YOU'LL NEVER GO BACK TO THE OLD WAY

Reg. U. S. Pat. Off.

"Sorry, we're holding
out for White Rock..."



Because it's a natural mineral water from
only one place on earth... Waukesha, Wisc.
Because it's on the alkaline side. Better for us!"

White Rock



BUT LEICA IS FASTER

... faster than a flexing muscle, a leaping trout, a scudding mallard. Fast enough to "stop" unseen action; versatile enough to capture any scene. Shutter speeds from one to 1/1000 second; 13 interchangeable lenses. • WRITE FOR LITERATURE AND DRAMATIC EXAMPLES OF LEICA PHOTOGRAPHY—FREE.

Leica

THE
ORIGINAL
MINIATURE
CANDID
CAMERA



MODEL 0 WITH F:2
SUMMAR SPEED LENS

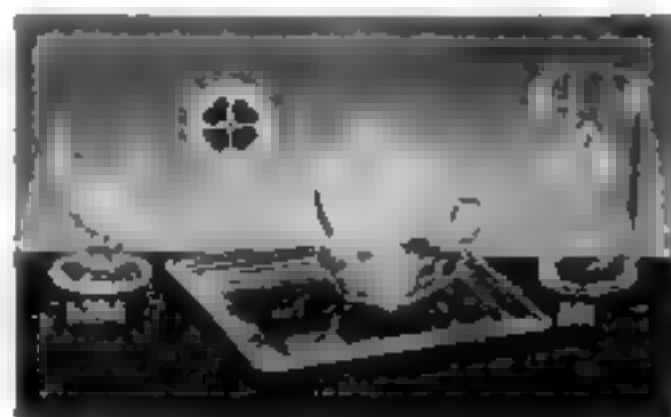
E. LEITZ, Inc. • 730 Fifth Ave., New York
DEPT. 50



**Hand
Engraved
MONOGRAMMED
GLASS WARE**

for the
JUNE BRIDE

Discovered! The ideal wedding gift. She'll adore the daintiness, the brilliance, the distinctiveness of Clover Leaf Monogrammed Glassware. They'll both thrill at the blending of their initials in the monogram. And the monogram will show your interest in them. Glassware suitable for every occasion, hand-engraved by experts. Look for the Clover Leaf. It means high quality. 24-hour service, replacements always available.



THE HOSTESS SET

Snack Plate for sandwiches, appetizers, etc. Recessed for Cocktail, Cup or Hi-Ball. Versatile. Serves food or liquor cocktails; coffee, bouillon, tea, hi-ball, lemonade, iced tea. A must for buffet affairs.

Wedding Special: 32-Piece Set, \$16

Eight 4-piece Hostess Sets. Each additional set \$2. Send cash with order. Express extra. Allow 75c a doz. pieces. Satisfaction guaranteed.

Catalog Shows 100 Items

Send for free catalog of gift items.



CLOVER LEAF CRYSTAL SHOPS
DEPT. 5-3 40 EAST WASHINGTON STREET • CHICAGO

Private Lives (continued)



PHIL PLANT & PRIZE AND MRS. PLANT



of rice wine. Thus they became man and wife. Pu Chieh is the younger brother and heir presumptive of the childless Emperor of Manchukuo.

The best-known Playboy on the eastern U. S. seaboard during the past 15 years has been Philip Morgan Plant. **Phil Plant** inherited \$15,000,000, married and was divorced by Constance Bennett (sister of Joan, below) and was known

Plant raised prize chickens and Mrs. Plant helped at local lawn parties. Broadway gave Mrs. Plant credit for reforming the Playboy. But now Mrs. Plant is suing for divorce. She accuses Phil Plant of being "intolerably cruel" and habitually intemperate, asks \$500,000 alimony.

The romance between Actor **Philip Merivale**, 50, and Actress Gladys Cooper, 47, is of long standing. In 1935, Miss Cooper's second husband, Sir Neville Pearson, took official recognition of it by naming Mr. Merivale correspondent in his divorce suit against Miss Cooper. Merivale and Cooper were playing together in *Cross Quarters* in Chicago when the divorce became final. Between a matinee and evening performance they were married.



THE PHILIP MERIVALES

in Manhattan for his fondness for the alcoholic gaieties of night clubs. In 1934, Mr. Plant married Edna Dunham and disappeared into Connecticut. There Mr.

The marriage of Joan Bennett, screen actress, and Gene Markey, screen writer, was what Hollywood likes to call an "ideal marriage." It actually lasted for five years. It began idyllically in 1931. Joan was thrown from a horse and Gene was her faithful visitor during her long hospital confinement. In 1932 they were married as 10,000 fans blocked the streets outside the hotel. In 1934, a daughter Melinda was born. (Miss Bennett also has a daughter by her first marriage.) Few days ago Mr. Markey packed up, left the house and Miss Bennett admitted that she would sue for a divorce.



THE MARKEYS: DIANA, JOAN, GENE AND MELINDA

Look at LaSalle!



AS EASY TO OWN AS ANY CAR YOU COULD BUY!

Let's talk over the plain facts about the new La Salle V-8—so you can see for yourself why it is such a wise choice.

First of all, your present car will probably make the down payment. Monthly terms can then be arranged to suit your convenience.

And after you have your car, you will be amazed at its economy. Not only is the gasoline and oil mileage exceptional—but you may actually *gain* on service costs. La Salle, you know, is built by Cadillac—AND IT DOES A GREAT JOB KEEPING OUT OF THE SERVICE STATION.*

So you can see that a La Salle V-8 is as easy to own as any car you could buy.

And this being true—wouldn't you much prefer a La Salle?

Remember, when you step up to La Salle, you take a *tremendous* step—for La Salle has Cadillac engineering and Cadillac construction throughout.

Why not visit your Cadillac-La Salle dealer—and LOOK at La Salle? One look and one ride—and you'll know why so many thousands are turning to this big 125-horsepower V-8.

*Delivered price at Detroit, Mich., \$1095 and up, subject to change without notice. This price includes all standard accessories. Transportation, State and Local Sales Taxes, Optional Accessories and Equipment—extra.

V-8

\$1095*

AND UP

Copyrighted material

Enjoy this new kind of chewing gum that aids mouth health in 3 ways

1 ORALGENE is a flamer, "chewier" gum. It gives your mouth, teeth and gums much-needed exercise.

2 ORALGENE is the only chewing gum which has milk of magnesia (dehydrated).

Chew with a Purpose

3 ORALGENE helps keep teeth clean—and fresh-looking throughout the day. Chew it after every meal.



It has a delicious
flavor. MADE BY BEECH-NUT

Each piece
individually wrapped

ORALGENE... pronounced ORAL GENE
(mouth health)



LIFE'S PICTURES



Paul Strand, who filmed the Mexican movie *The Wave* (see pages 62, 63, 64, 65), gained his first interest in the camera through a Stieglitz exhibition he saw when he was 16. Famed for his many remarkable still photographs, he has exhibited with Stieglitz' 291 group and the Seven Americans which included Painters John Marin and Georgia O'Keefe.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

- 8, 9—NATORI from B. S.
- 11—NATORI from B. S. etc. bot. HENLE from B. S.
- 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25—MARUARET BOURKE-WHITE
- 20—PETER STACKPOLE—W. W. R. JO PHILLIPS—BALTIMORE RUN by A. AUBREY BODINE, CULVER SERVICE
- 27—W. W. ACME—THOS. D. MCAYOY—ACME
- 28—WM. VANDIVERT
- 29—P. L. ACME, INT.—ACME—P. L. INT., ACME
- 30, 31—GLENN L. MARTIN CO.
- 32—EISENSTAEDT-PIX—GLENN L. MARTIN CO.—COURTESY PAN AMERICAN AIRWAYS & STANDARD OIL CO. OF CALIF.
- 33—EISENSTAEDT-PIX
- 34—J. J. MCCARTHY FOR WARNER BROS.—WM. KEIGHLEY, WARNER BROS.
- 35—REX HARDY JR. etc. lt. cen. & bot. WARNER BROS.
- 36—WARNER BROS.
- 39—P. L.
- 40, 41—P. L. Drawing by BRIGGS
- 42, 43—WM. DAVIS from P. L.
- 44—P. L.
- 46—WM. DAVIS from P. L.
- 49—P. L.
- 50—T. & U.
- 53, 54—REX HARDY JR.
- 57, 58, 59—P. L.
- 60—P. L. etc. lt. rt. W. W.
- 61—B. S.—HENRY HART-TRIANGLE (2), ACME—B. S.
- 62, 63, 64, 65—NEB SCOTT from GARRISON FILM DISTRIBUTORS
- 66—P. L.—ACME—INT.
- 68—W. W.—P. L.—W. W.
- 70—BERNARD HOFFMAN
- 72, 73, 74, 76—PETER STACKPOLE

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; LT., LEFT; B. S., BLACK STAR; INT., INTERNATIONAL; P. L., PICTURES INC.; U. & U., UNDERWOOD & UNDERWOOD.

OUCH!

I BURNED MYSELF QUICK...
get me the
CAMPHO-PHENIQUE



Soothing, stainless Campho-Phenique penetrates and relieves the irritation of minor burns. Buy a 30¢ bottle today. At all druggists.

Send for Free Sample, Dept. L3
CAMPHO-PHENIQUE CO., ST. LOUIS, MO.

BEWARE OF FOOT ITCH



Says Dr. Scholl, the
Famous Foot Authority

Never neglect itching feet and toes. If the skin is red, raw, cracked or breaking out in tiny blisters,—it may be "Athlete's Foot". It's highly infectious and often spreads to other parts of the body. Don't experiment with "cure-alls" and prolong your misery. The sure relief for this foot disease is Dr. Scholl's SOLVEX. Relieves intense itching at once; quickly kills the fungi; it comes in contact with and helps Nature heal the skin. Sold at drug, shoe or dept. stores.

Dr. Scholl's SOLVEX



Glover's Worm Medicines have been used by leading Dog Fanciers for over 60 years. In capsule form for Round Worms, Hookworms and Tapeworms. Also liquid Vermifuge for Puppies. Insist on Glover's.

FREE! 48-page DOG BOOK complete with handy Symptom Chart. Also free advice by our Veterinarian on request. Address GLOVER'S, 462 Fourth Avenue, New York City.

GLOVER'S WORM MEDICINES

OWN A MOVIE CAMERA!



For the first time, you can buy any nationally-known movie camera on terms as low as 10¢ a day! Do business with the largest firm dealing exclusively in movie equipment. Send for free illustrated catalogue giving complete details. Modern Camera Exchange (Dept. 32) 1270 Sixth Avenue (Radio City) New York.

EASTMAN KEYSTONE UNIVEX 10¢ A DAY

SAVE YOUR LIFE

Bind Your Copies in PERMO-Binders
No Punching
Just a CLICK and they're bound!

\$2.00
The De Luxe Per Binder
4 Binders
(32 issues) \$7.00

The Standard Binder... \$1.00
4 Standard Binders... 3.50

FREE

Catalog of Permo Binders illus. Readers Q post, Fortune, Coronet, Esquire, Nat'l Geographic, etc.

AMERICAN BINDER CO., Inc. (Dept. 55)
551 Fifth Avenue, New York, N. Y.

Please send me PERMO-Binders as checked:
☐ 1 De Luxe for all 1938 issues \$2.00 ☐ 1 Standard \$1.00
☐ 1 De Luxe for 13 issues 1937 2.00 ☐ 1 Standard 1.00
☐ 1 De Luxe for 32 issues 1937 7.00 ☐ 4 Standard 3.50

Amount Enclosed \$.....
☐ Also send me FREE Illustrated Catalog

NAME.....

ADDRESS.....

CITY.....

Postpaid in U. S. MONEY BACK GUARANTEE

PATCH HOLES IN WALLS

EASILY AND PERMANENTLY



Rutland Patching Plaster makes a perfect patch as lasting as the wall itself—and anyone can use it.



“We’ve been a FORD FAMILY for years!”

“MORE than thirty years, in fact. Dad and Mother had one of the early two-cylinder Fords before I was born. They tell me I cut my teeth on the steering wheel of their first Model T!

“I went off to college in an old Ford roadster without any top or fenders. Helen and I honeymooned

in a Model A. And we celebrated our last anniversary by buying a V-8. Jimmy has slept away many a mile in that big back seat.

“Some of these days, I’ll be able to afford a more expensive car. But I don’t think I’ll change.

“Thirty years of faithful service

from one name sort of gets under your skin. Besides, the new Fords give me everything I want. They’re roomy, comfortable, good-looking. They’ve got plenty of pep and power. And they cost less to buy and run.”

F O R D  V-8

LIFE GOES TROUT FISHING IN PENNSYLVANIA'S POCONOS WITH JOHN ALDEN KNIGHT



1 Putting on his fishing brogues (above) is John Alden Knight, veteran angler and author of a highly scientific fishing book, *The Modern Angler*. On these pages he shows you how a real trout angler goes about his business.



2 First you string the end of your tapered line through the rod guides. Your reel, if you are properly equipped for emergencies, carries 90 feet of tapered casting line plus some 150 feet of fine silk backing line.



3 Next you select a leader. To seasoned anglers like Mr. Knight, quality and handling of rod, reel, line, leader, net and fly are matters of great importance, supply fireside conversation for many a winter evening.



7 This is a beautiful fishing picture but it is not by any means a typical fishing picture. You will see a great many Sunday fishermen standing 50 abreast, hurling worms and flies into trees and each other's hats

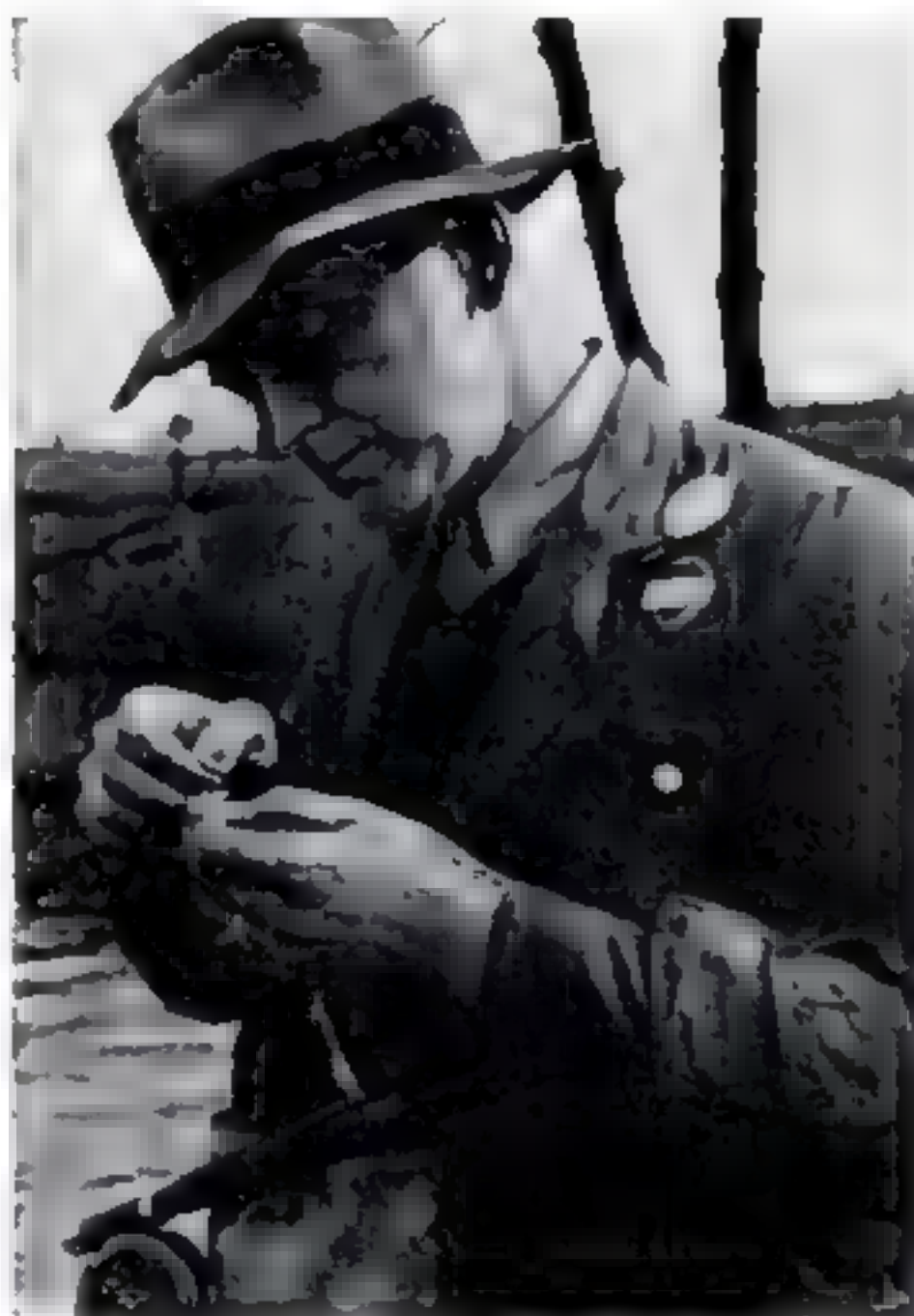
and filling public woodland streams with cries of anguish before you will come across a seasoned veteran like Mr. Knight performing in the highly technical manner shown in the picture above. He is hurling no worm or grasshop-

per, but is casting a No. 14 Quill Gordon some 60 feet with more than reasonable accuracy, meaning that he can come within a foot of any desired spot. Note that the operation is similar to applying an extremely fragile whip.

WHO SHOWS YOU HOW TO TAKE A 4-LB. BROWN TROUT ON A 3⁵/₈-OZ. ROD



4 Choice of fly is made from a pocket box like this one. Since it is a coldish early spring day when feeding fish rarely come up to the top, Mr. Knight selects a proper wet fly which is fished below the surface.



5 Mr. Knight's choice is a No. 14 Quill Gordon wet which he here attaches to his leader. A dark affair with tan body, black spiral stripes made of duck feathers, it looks like a May fly to a trout.



6 Properly equipped as few amateur anglers are, Expert Knight goes down to Tobyhanna Creek in the heart of good Pennsylvania trout territory. Note that his net is carried well in back so as to avoid entangling brush.



8 A big strike finds Mr. Knight, whom 30 years of fishing experience have made sophisticated, calm and unruffled as ever. His license badge jauntily perched in his hat, he commences to reel and pull in the big fellow, playing him from the reel.



9 Captor Knight permits himself the luxury of a cigaret as he carries this fine 4-lb. brown trout ashore before unhooking it. Caught fish should always be kept in the net while being unhooked. A good time to lose a fish is just before netting.



10 Safe on dry ground, the day's biggest catch is admired by the man who took it. Amateurs may find it hard to believe, but Mr. Knight, since he already had a good mess in his creel, carefully unhooked his four-pounder, gave it its freedom.

STREAMLINING MARION TALLEY

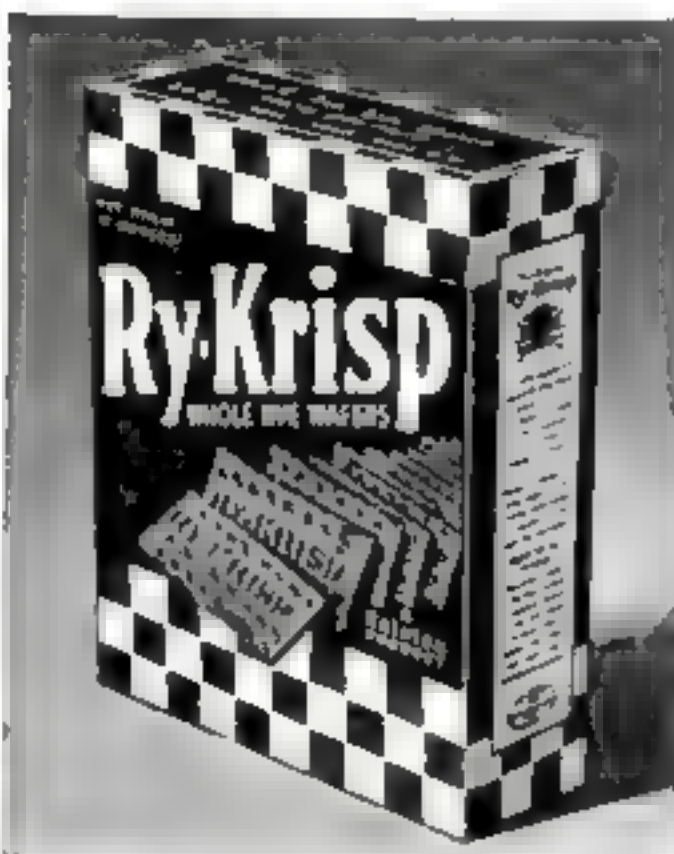


1. Exercise Moderately. This is the first rule of Hollywood's famous method of reducing — the method which lovely Marion Talley and countless movie stars used to achieve their slim, youthful figures. Swim, play tennis, walk or ride. But don't overlook Rules No. 2 and No. 3 if you are really in earnest about streamlining your figure.



2. Eat Sensibly. This is the rule which makes the Hollywood Habit so delightful. As Marion Talley says: "Movie stars can't afford to endanger their health with starvation diets. That's

why so many follow the Ry-Krisp way of reducing which permits you to lose pounds and still enjoy most of your favorite foods . . . if you remember to follow the all-important Rule 3."



3. Use Ry-Krisp as bread at every meal. This is the all-important rule because Ry-Krisp wafers are low in calories yet so nourishing and wholesome that they satisfy your appetite safely. Made of whole rye, they have such a tantalizing "can't-get-enough-of-it" flavor that you enjoy each crunchy mouthful. Indeed, the whole family goes for Ry-Krisp because its unique flavor and crispy goodness make every food, every beverage taste better.



Hear Marion Talley Sing
Every Sunday Afternoon, 5 P. M., EDST,
NBC Red Network

. . . and take a tip from this radiantly slender young woman who followed the Hollywood Habit and lost 57 pounds. "Any woman can have a slim lovely figure," says Miss Talley, "if she will do as I have done." Start serving these delicious whole rye wafers as bread at every meal. You'll enjoy eating Ry-Krisp because it tastes so good . . . and you'll bless it because it's low in calories, filling but not fattening. Order a package today.

TROUT FISHING (continued)



Special casts like the switch-cast or roll-cast shown on this page are mainly used in the handling of wet flies which go under water. At left, Mr. Knight starts a roll-cast by allowing slack to accumulate so that the line hangs loosely.



Roll-casts like the one shown in mid-execution above throw the fly out without necessitating a back-cast, are therefore especially useful when you are fishing with your back close to bushes and trees which a back-cast might well snag.

Finish of the Roll-cast, ably demonstrated by Mr. Knight at right, finds the fly settling to the water at the line's extreme length from the spot in the creek from which it was first picked up. This cast measured approximately 55 feet.



The Beer That Made Milwaukee Famous



Pleasant Memories of Olden Times Schlitz in "Steinies"

SCHLITZ poured from modern "Steinie" Brown Bottles brings glorious memories of olden days . . . of brown-raftered inns . . . and the finest old-day beers in old, stone steins. Old-day brewmasters labored hard and long to catch the delicious, old-time flavor that Schlitz brews so uniformly, *winter and summer*, into every drop . . . under Precise Enzyme Control.

The uniform goodness of Schlitz is the direct result of years of research and the investment of countless dollars in scientific development of the brewing art. You taste immediately the delicious difference between Schlitz and other beers.

Enjoy it today, in modern "Steinie" Brown Bottles, with health benefits of Sunshine Vitamin D, the finest beer men and science can brew.

Schlitz "Steinie" Brown Bottles are compact—light in weight—easy to carry—take less space in your refrigerator. Contents same as regular bottle. Also available in the familiar Tall Brown Bottle and Cap-Sealed Can.

[You don't have to cultivate a taste for Schlitz . . . you will like it on first acquaintance . . . and ever after.]

Copyright 1937, Jos. Schlitz Brewing Co.

JOS. SCHLITZ BREWING CO. Milwaukee, Wis.





A FEW WEEKS LATER



Shaves are Kinder to Your Face

when razor and blade match

FOR clean, comfortable shaves, men everywhere agree that this perfectly matched shaving combination is tops! And no wonder! Where will you find shaving comfort to compare with the results you get from the flawless teamwork of the Gillette Razor and the Gillette Blade?

It is because this razor and blade are made for each other that they work so smoothly together. It is because they are designed as a unit—produced in the same factory—that they give a measure of shaving comfort that is matchless.

So why experiment? Buy a package of Gillette Blades today. Use one in your Gillette Razor tomorrow morning and enjoy a wonderful new kind of shaving thrill!

Reputable merchants never offer substitutes for Gillette Blades. Always ask for them by name!

Smile and sing with Milton Berle and other stars on Gillette's "Original Community Sing" radio program—CBS Network—Coast to Coast—Every Sunday night.



Gillette Blades
Precision-made for the Gillette Razor

TROUT FISHING (continued)



This is how to carry an 8-foot rod through the brush, reel foremost, in order to avoid entangling alliances with pussy willows and other woodland hazards. Good 3½-oz. Garrison rods like this cost \$50, should be handled with utmost care.



Taking the temperature of the water is a routine preliminary to any crack angler's day. A knowing temperature taker can thus tell pretty well where the fish are. Cold water usually finds fish not in the fast current but in quieter water.

HANDEE Tool of 1001 Uses

Grinds - Drills - Cuts - Polishes - Carves - Routes - Saws - Sands - Sharpens - Engraves
A whole shop full of tools in one for work on all metals, alloys, bone, resins, glass, stone, wood, etc. Uses 200 accessories. Saves hours of tedious work. 13,000 r.p.m. AC or DC, 110 volts. \$10.75 and up, postpaid. 3 Accessories Free.

DE LUXE MODEL
For constant service, nothing compares with this easy-to-handle production tool. Saves time and labor. Fastest, smoothest, most powerful tool for its type and weight. 25,000 r.p.m. \$18.50 postpaid. 6 Accessories Free.

Get a Demonstration at Your Dealer's or Order Elmer Model on 14-Days Money-Back Trial. Catalog Free.
CRAFTSMAN'S PROJECT BOOK
Pleasure and Profit with a Handier. Easy working plans for making many interesting and unusual projects. 236 stamps or cuts.

CHICAGO WHEEL & MFG. CO.
1104 W. Monroe St. Chicago, Illinois
☐ Send Catalog ☐ Project Book
☐ \$10.75 Handee ☐ De Luxe Model ☐ Send C.O.D. L-51

NAME.....

ADDRESS.....

WORM YOUR DOG



AT HOME

EASY HOME METHOD RIDES DOGS OF TAPE, ROUND AND HOOK WORMS
With the "No Guess" Pulvex Capsules, you need know nothing about worms, yet you can easily worm your dog at home... positively free him of tape, round and hook worms... without gagging or gagging. Protect your dog against incomplete worming or your unfamiliarity with worms; use Pulvex Capsules, the only complete treatment in one package that expels all three types of worms. In puppy or adult size, 75c. At all stores.

PULVEX Combination Treatment WORM CAPSULES

23 LANGUAGES
SPEAK ANY MODERN LANGUAGE IN 3 MONTHS BY LINGUAPHONE
UNIQUE METHOD BRINGS VOICES OF NATIVE MASTERS INTO YOUR OWN HOME. SEND FOR FREE BOOK
LINGUAPHONE INSTITUTE
98 Rockefeller Center - New York

SKETOLENE

By Appointment to His Majesty the Late King of Siam
World Famous Mosquito Repellent
Used for years in the Tropics
No Oil - No Grease - Does Not Stain
Can be sprinkled on sheer silk stockings without injury.
Distributed in U.S., Canada and Philippine Islands by

F. P. CASE COMPANY
SAULT STE MARIE MICHIGAN

HOMESTUDY BRINGS BIGGER PAY

Don't be caught napping when Opportunity knocks. Prepare for advancement and more money by training now for the job ahead. Free 64-Page Book *Tell How*. Write for the book on the business field you like—or mail us this ad with your name and address in the margin. Now, please.

☐ Higher Accountancy ☐ Business Management
☐ Mod. Salesmanship ☐ Business Correspondence
☐ Traffic Management ☐ Credit and Collection
☐ Law Degree of LL.B. ☐ Correspondence
☐ Commercial Law ☐ Mod. Foremanship
☐ Industrial Mgmt. ☐ Personnel Mgmt.
☐ Stenotypy ☐ Expert Bookkeeping
☐ Rail. Station Mgmt. ☐ P. A. Coaching
☐ Railway Accounting ☐ Business English
☐ Paper Salesmanship ☐ Effective Speaking

LASALLE EXTENSION UNIVERSITY
Dept. R-58 CHICAGO



THESE THINGS ARE GOLF

Open skies, air that is fresh, the sun and the wind and the weather.

Friends who tramp with you over the course, and talk with you when you want to talk, or share a companionable silence.

The sun-drenched tang of the out-of-doors, and the yielding spring of the turf.

The exultation of being free, of giving your muscles a chance to play. Of filling your lungs, forgetting all care, and knowing you're really alive.

The thrill you get from a putt that's good, and the feel of a rightly timed swing.

The glow you have at the end of the day, when the spring is back in your step again, and the light is back in your eye. The sense you have of the fitness of things, and the song that is back in your heart . . . These things are golf.

And may we suggest that you'll get even more enjoyment out of your game if you play it with U. S. Royal Golf Balls—the U. S. Royal Blue, the U. S. Royal Arrow, and the U. S. Royal Nassau. They go farther, putt truer, last longer. ¶ A reproduction, beautifully printed on

antique paper suitable for framing, of "These Things Are Golf," will be sent free to any golfer. Simply write your name and address and the name of your club clearly on a card and mail to Golf Ball Department, United States Rubber Products, Inc., 1790 Broadway, New York, N. Y.

United States



Rubber Company

Cuts Current Cost Amazingly...

'SUPER-DUTY' FRIGIDAIRE WITH THE METER-MISER

Proves Completeness never before known in ALL 5 BASIC SERVICES for Home Refrigeration



PROOF 1

GREATER ICE-ABILITY

Ends "Cube-Struggle" and "Ice-Famine"! At last, the refrigerator that instantly releases all ice trays—and all cubes from every tray, with the New INSTANT CUBE-RELEASE! Also freezes more pounds of ice—faster... and stores 100% more ice-cubes ready for use! Most complete ICE SERVICE ever known.



PROOF 2

GREATER STORAGE-ABILITY

New 9-Way Adjustable Interior! Goodbye to old-fashioned crowding and dish-juggling. Now you get maximum shelf space up in front. And Full-Width Sliding Shelves, Cold-Storage Tray, new Super-Duty Hydrators, ALL adjust like magic to suit any size or shape of food! Most complete STORAGE SERVICE ever known.



PROOF 3

GREATER PROTECT-ABILITY

Keeps Food Safer, Fresher, Longer! SAFETY-ZONE Cold in food compartment—proved by new Food-Safety Indicator with Dial on the Door, always in sight. Plus MOIST Cold for vegetables... EXTRA Cold for meats... FREEZING Cold for ice cream and frozen desserts. Most complete PROTECTION SERVICE ever known.



PROOF 4

GREATER DEPEND-ABILITY

Five-Year Protection Plan, backed by General Motors, on Frigidaire's sealed-in mechanical unit. This, together with Frigidaire's Sealed Steel Cabinet, Special Sealed Insulation, and Lifetime Porcelain or Durable Dulux exterior, all adds up to the most complete DEPEND-ABILITY ever known.

BY ALL MEANS see and test this new "Super-Duty" Frigidaire if you want to get full 1937 value. You just can't imagine how SO MUCH NEW ABILITY TO SERVE YOU was ever built into a refrigerator! But the PROOF is there—thrilling new evidence of completeness that makes ordinary refrigerators appear out-of-date. That's why you must be careful to get this new advance in ALL 5 BASIC REFRIGERATION SERVICES.

SUPER-DUTY at an Amazing Saving

Now you can be sure of ice-cubes in super-abundance... ready to serve right when you need them. And you can freeze more pounds of ice—faster... as well as store 100% more ice-cubes in reserve! That's ICE-ABILITY never known before.

Likewise in each other BASIC SERVICE. Frigidaire's New 9-Way Adjustable Interior makes "crowding" a thing of the past. The new type Food-Safety Indicator with Dial on the Door gives proof, always in plain sight, that foods are kept safer, fresher, longer. And year after year, Frigidaire's miracle Meter-Miser holds current cost down, runs trouble-free—because it's the simplest refrigerating mechanism ever built!

Don't make the mistake of buying a refrigerator that falls short of complete Serviceability. Attend your Frigidaire Dealer's PROOF-DEMONSTRATION of ALL 5 BASIC SERVICES. You'll agree it proves the new "Super-Duty" Frigidaire the most serviceable as well as the most beautiful refrigerator you have ever seen!

FRIGIDAIRE DIVISION
General Motors Sales Corporation • Dayton, Ohio



PROOF 5

GREATER SAVE-ABILITY

ONLY FRIGIDAIRE HAS THE
Meter-Miser
CUTS CURRENT COST TO THE BONE

Meet the Meter-Miser! You see its lower operating cost proved by an electric meter before you buy! The Meter-Miser does Super-Duty at an amazing saving because it's the simplest refrigerating mechanism ever built... Only 3 moving parts, including the motor... permanently oiled, completely sealed against moisture and dirt. Frigidaire with the Meter-Miser saves enough on food and operating cost to pay for itself, and pay you a profit besides!



Only FRIGIDAIRE has it! Instantly releases the ice-cubes... two or a dozen, as you need them. No more splashing under a faucet! Yields 20% more ice by ending melage waste. Every ice tray in every "Super-Duty" Frigidaire is a fast freezing ALL-METAL QUICKCUBE TRAY with INSTANT CUBE RELEASE! See PROOF of its quick, easy action at your Frigidaire Dealer's.



MADE ONLY BY
GENERAL MOTORS

Buy only on Proof of Super-Duty

PICTURES TO THE EDITORS



Ferocious Swans

Sirs:

These pictures of a pair of belligerent swans were taken on the W. P. Gilmour estate in Long Ridge, Conn. The pen, or female swan, was sitting on her nest when Mr. Walker the superintendent, approached too closely. The angry cob, or male swan, wings outstretched and flapping, beak open and feet hardly touching the ground, goes after him. Mr. Walker leaves in a hurry and the dog joins in the fray, barking. The pen crooks her neck, ruffles her feathers and registers ferocity. After routing the superintendent and his dog, the cob discovers the photographer suspiciously close to the nest. A straight line is the shortest way back, so across the pond he comes, half flying, half paddling, his body entirely out of the water. The photographer backs away and the cob, satisfied, puts on his wing brakes, stops short and heads back to his pen. By this time he is so upset and infuriated that he picks a bad spot for a landing and trips over a rock as he gets on shore.

DAYTON SNYDER

Stamford, Conn.



**HAVE YOU
AN ELEPHANT
TO SHIP?**



We'll handle him fast and right. If you haven't, dependable Railway Express will ship your pet, trunk, or anything else swiftly, safely, surely, to any point in America. Cost low and economical by rail, by air. For service, phone any Railway Express office.

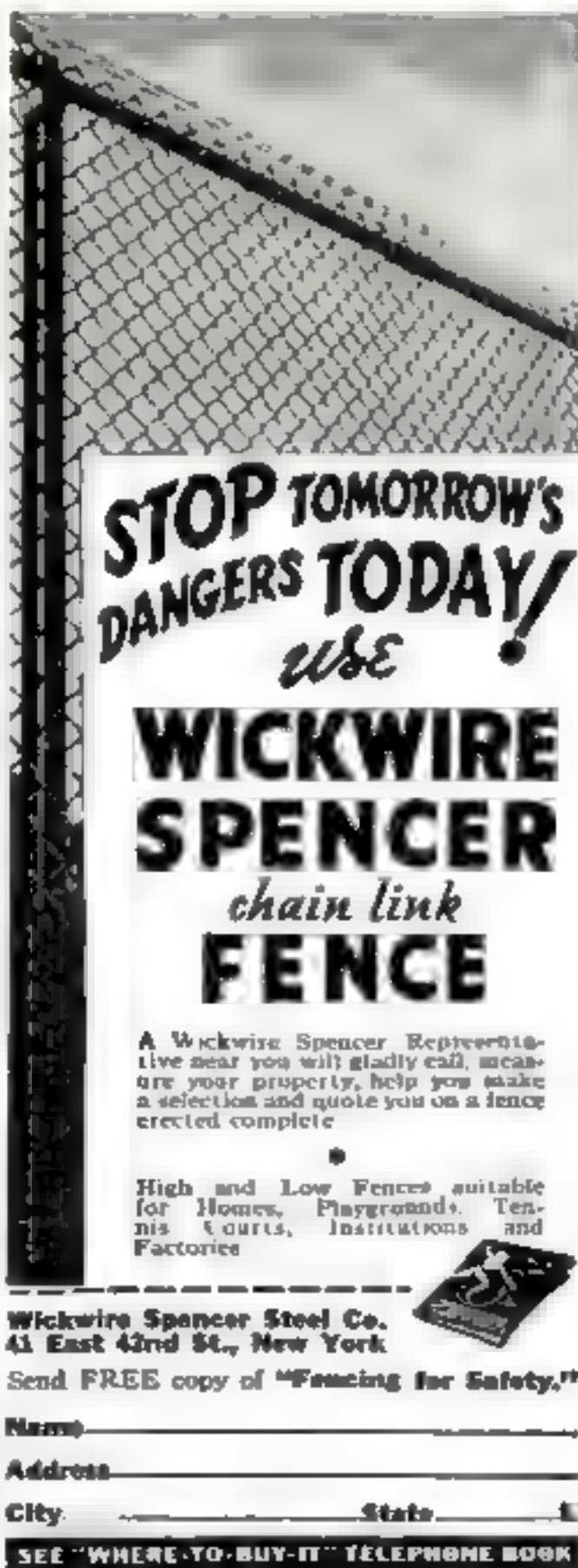
**RAILWAY
EXPRESS
AGENCY INC.**

NATION-WIDE RAIL-AIR SERVICE



Charming

The charm of LaSalle Hotel is not only its ultra-newness—but also the homelike comfort that has been combined with the smart style in every detail of furnishings and appointments. You'll find everything ultra-modern, but cheerful, warm, and inviting. Everything new but in refined good taste. Women traveling alone will enjoy the style and smartness of LaSalle—the security of a hotel catering to a better patronage and with service alert, considerate and foremost in friendliness.

**STOP TOMORROW'S
DANGERS TODAY!**
use
**WICKWIRE
SPENCER
chain link
FENCE**

A Wickwire Spencer Representative near you will gladly call, measure your property, help you make a selection and quote you on a fence erected complete.

High and Low Fences suitable for Homes, Playgrounds, Tennis Courts, Institutions and Factories.

Wickwire Spencer Steel Co.
41 East 42nd St., New York

Send FREE copy of "Fencing for Safety."

Name _____
Address _____
City _____ State _____

SEE "WHERE-TO-BUY-IT" TELEPHONE BOOK

PICTURES TO THE EDITORS

(continued)



Lady Councilmen Sirs

In Labette City, Kan., population 136, the women of the city decided to run for office for the first time in the history of the town. They were successful in electing a woman mayor and taking four of the five council seats.

The hapless individual shown in the polka dot dress in the picture is the unfortunate man who is the sole male member of the city council.

The women threatened immediately

after the election to put a dress on him and when they gathered for this picture, actually did it. And then the girls on the council, Mayor Winnie Crain, Minnie, Margaret, Helen and Alma decided to call the man, Roy Babcock, "Royette." This they have also done.

In the picture they are grooming him for his position on the women's council.

LESTER COMBS JR.

Parsons, Kan.



Lady Mayor Sirs

The Woman with the Hoe is Her Honor, Mary Kyle Hartson, newly elected mayor of Kyle, Tex. The morning after her election, Mayor Hartson shouldered a hoe, marched to the city hall and "did something about weeds in the pretty little town park. Mayor Hartson's grandfather came to Texas from Mississippi in 1849. The small central Texas town, peopled almost exclusively with the descendants of pioneer families, was named in honor of her father, Captain

Ferg Kyle, one of the five Kyle boys who laid down their arms with Lee at Appomattox. Mayor Hartson has a sensible attitude about her new job "Being mayor? Oh, a dog's hind foot!" For 21 years she was the Kyle postmistress, serving without political interruption under Republican and Democratic administrations. There was another postmaster in the family—"Cousin Albert" Burleson of Austin, postmaster general under Wilson.

CAP. N. P. SERVICE

Austin, Texas

(continued on p. 82)



You'll Enjoy

Golfing



Swimming



Boating

Motoring



at

JASPER

NATIONAL PARK

In the CANADIAN ROCKIES

Here's one vacation you'll enjoy every minute—with the majesty of the Canadian Rockies to greet your eyes every time you lift them from your favorite outdoor diversion. Added to the fun and thrills of this largest of all America's National Parks is the famous Canadian National hospitality and luxury that make Jasper Park Lodge the place to come! Rates with meals are \$7.00 a day and up. Plan to continue on from Jasper to Alaska—a 1,000 mile wonder trip from Vancouver aboard a palatial Canadian National steamship!

Low rail fares. Air-conditioned equipment from Montreal, Toronto, St. Paul, to Jasper and Vancouver.



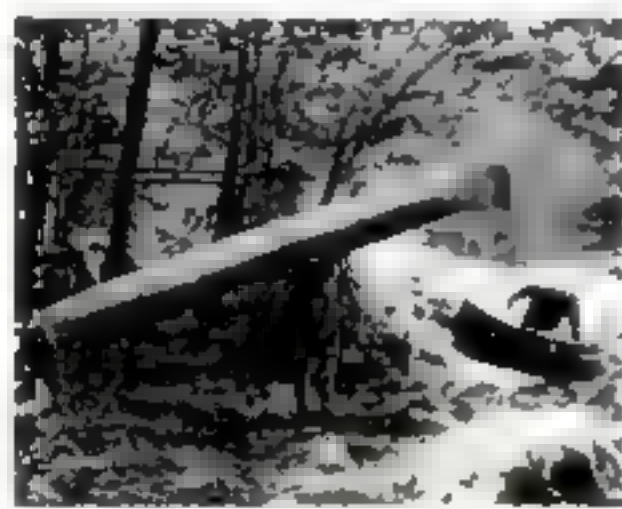
For new Jasper National Park and Alaska booklets, call or write any Canadian National Office.

Boston 186 Tremont Street
Buffalo 420 Main Street
Chicago 4 S. Michigan Avenue
Cincinnati 106 Dixie Terminal Bldg.
Detroit 1239 Washington Boulevard
Dubuque 428 W. Superior Street
Kansas City 414 Fairfax Bldg.
Los Angeles 607 S. Grand Avenue
Minneapolis 634 Marquette Avenue
Montreal 360 McGill Street
New York 673 Fifth Avenue
Philadelphia 1500 Chestnut Street
Pittsburgh 353 Fifth Avenue
Portland, Me. Grand Trunk Bldg.
San Francisco 648 Market Street
Seattle 1329 Fourth Avenue
St. Louis 316 No. Broadway
St. Paul First National Bank Bldg.
Washington, D.C. 922 15th St., N.W.

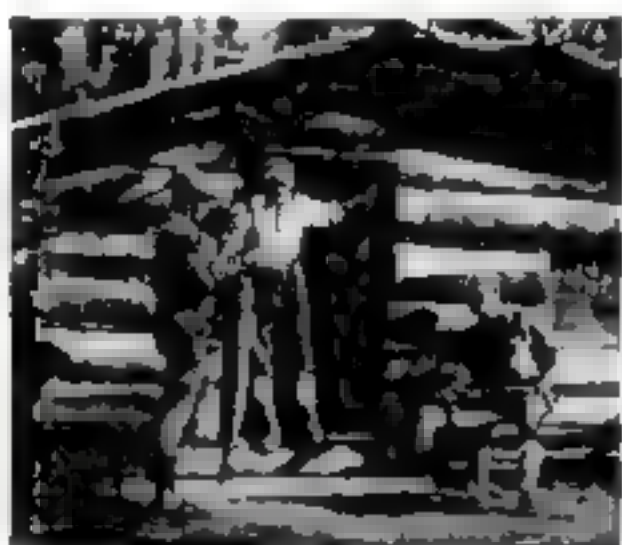
CANADIAN NATIONAL
TO EVERYWHERE IN CANADA



in CANADA!



There's a pioneer thrill in following the old portage trails through the fishing country.



Comfortable log cabins and sportsmen's inns are found wherever you may go in Canada.



A fine catch! Just the kind of luck you may look forward to in the National Parks of Canada.

IN the Spring a Walton's fancy turns to thoughts of runs and strikes. . . . And right now, the "big 'uns" are beginning to rise, up here in Canada! In whirling eddies and many a quiet pool they're waiting for you to drop your fly or make your cast.

So plan your vacation in Canada's fisherman's paradise now. Bring the whole family along . . . treat them to the outdoors joy of pure air, pure beauty and pure solitude that you know and love so well.

. . . Fill out and mail the coupon below for our big, free vacation book.

CANADIAN
TRAVEL BUREAU
OTTAWA - CANADA

Canadian Travel Bureau, Ottawa, Canada.

☐ Please send me free copy of your 68-page illustrated book about vacationing in Canada.

☐ Please send information on _____

district, province of _____

Name _____

Address _____

State _____

A-7-637

ROYALTY

Here is a throne chair seldom used, but of tremendous historic significance to the people of the British Empire. Beneath the seat is the famous Scone stone. In this chair, since its first use, all of England's rulers have been crowned. Here will sit George VI on the day of his forthcoming consecration as King of Great Britain. Truly a royal chair, but nothing more.



Today

Royalchrome

is enthroned in the realm of furniture because it is outstanding, beautiful, practical, serviceable. Many a king of industry and finance finds comfort—many a queen genuine luxury—in Royalchrome chairs.

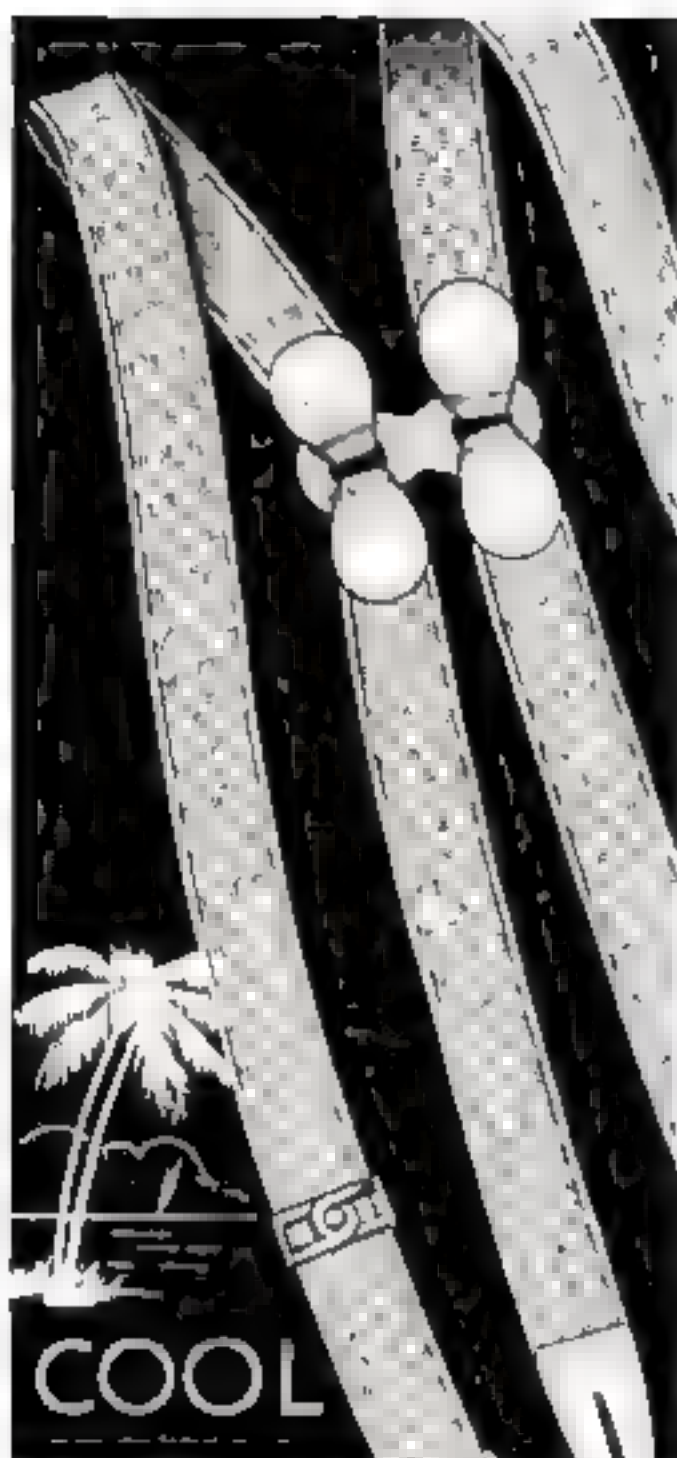
And Royal makes not only chairs of appealing design and sensible construction, but tables, desks, stools, settees, and other units, all of the same fine quality. Having no ambitions for "mass" production, (*) we put into each piece those ingredients of craftsmanship which always apply when perfection of finished product is the aim.

ROYAL METAL
MANUFACTURING CO.
Michigan Boulevard
at Park Row
CHICAGO
NEW YORK—LOS ANGELES—
TORONTO

Royal

"Metal Furniture Since '97"

* Purposely limited to \$1,500,000 is the annual sale of Royal furniture. Reasons. Company's chief executive thus permitted to personally watch quality, to know each worker by name, salesmen thus relieved of constantly rising quotas, and the necessity of high-pressure unwiling buyers. If dealers cannot supply, buy from Royal's worthy competitors.



TROPIX by PARIS

*Smartly styled
for Summer*

Let the weatherman have his fling... just so you can have your "Free-Swing." Cool because they're comfortable... comfortable because they flex to every body movement. Rest lightly on your shoulders... no pull... no strain... no skid. And they hold your trousers faultlessly trim.

To summarize... be summer-wise... get several pair... one for each suit. In a galaxy of summery patterns and colorings... all with the famous "Free-Swing" swivel-action back... Can't skid off your shoulders." Comfortably priced... \$1 for most styles

*Styled by the makers of "Tropix"
Paris Garters and Sport Belts*

A STEIN & COMPANY
CHICAGO • NEW YORK
TORONTO



PICTURES TO THE EDITORS

(continued)



Daddy's Haircut

Sirs

Here is a little fellow who wanted his hair cut "just like Dad's," and the barber at Martinsville, Ind. endeavored to please the customer.

FRANK M. HOHENBERGER

Nashville, Ind.



Stripteaser's Home Life

Sirs

These pictures prove that even a strip tease girl has a good home life. Paula Lind strips for Billy Minsky. When she goes home to her home on the lower East side of Manhattan she is Paula Lindenbaum Thomas, mother of an eight-months old girl. If she gets home at baby's meal time, she feeds her daughter and when she is around afternoons and can wheel her baby outside, they are the

pride of Gorrick 54 because she is an actress and the baby is an actress daughter. Paula is only 19 but has been a strip tease for four years. She gets \$125 a week and does four shows daily, more when conventions are in town. She is usually good humored backstage and greets her co-workers with "Hya sexy." When she feels bad she grumbles, "Hya pig."

MURRAY BALL

New York City

You Need Never Again Suffer From

CORNS



Zino-pad relieves pain— Prevents corns, sore toes Medicated Disk safely removes corn

Use Dr. Scholl's Zino-pads and you need never again suffer from corns, sore toes, callouses or bunions. They instantly relieve pain and stop the cause—shoe friction and pressure, soothing and healing.

Protect sensitive toes with these thin, cushioning pads and you'll stop corns before they can develop and have no more discomfort from new or tight shoes.

Apply Dr. Scholl's Zino-pads with the separate Medicated Disk, included in every box, and your corns or callouses lift out. No other method does all these things for you.

Dr. Scholl's Zino-pads are thin, velvety-soft, waterproof. Don't stick to stockings or come off in the bath. Easy to apply. Sizes for Corns, Callouses, Bunions and Soft Corns between the toes. Last but a trifle. Sold everywhere.



SOFT CORNS



CALLOUSES



BUNIONS

Dr. Scholl's Zino-pads



THE COUNTRY IS GETTING BACK ON ITS FEET

Step into the Recovery by shaking ALLEN'S FOOT-EASE in your Shoes

This antiseptic powder relieves Hot, Swollen, Smarting, Perspiring, Tired Feet. It takes the friction from Shoes. Use it in your Shoes when walking or dancing. Two Convenient Sizes on Sale at Drug and Dept. Stores Everywhere. For Free Sample and Walking Doll, address, ALLEN'S FOOT-EASE, Le Roy, N.Y.

Allen's Foot-Ease



FUSSY
ABOUT YOUR
SHOE
APPEARANCE
? ? ?

Insist on
BAG OF

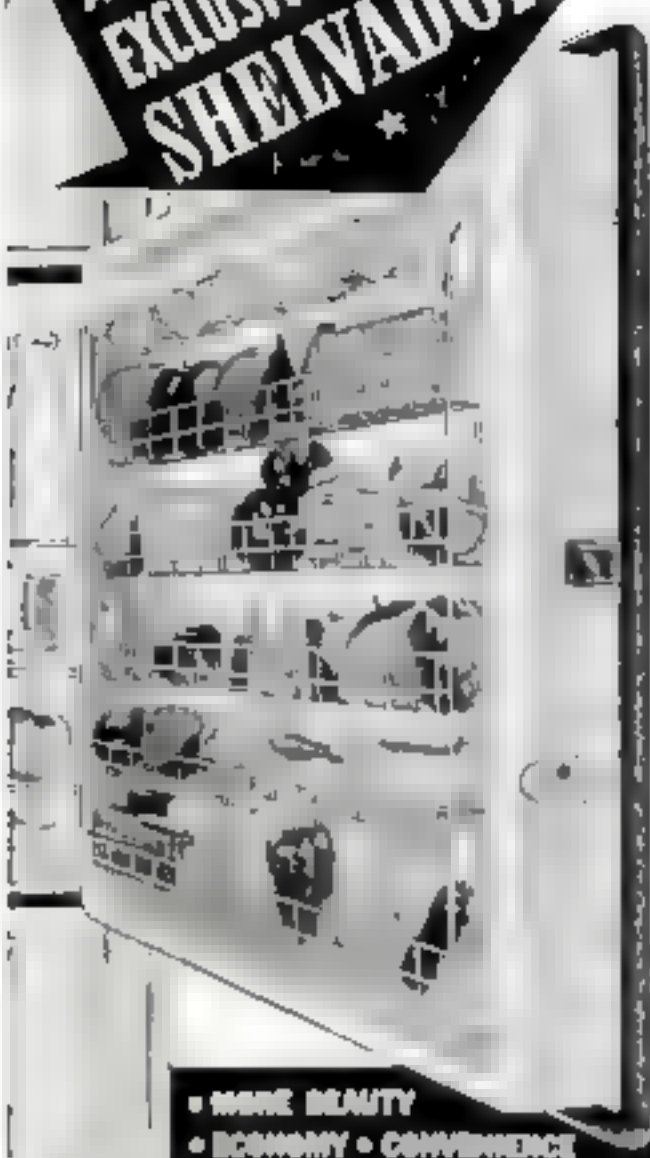
which both cleans
and waterproofs
White Buck, Suede
and Fabric Shoes

GEO. J. KELLY, INC.
LYNN, MASS.

IT IS SMART TO SERVE
CLICQUOT
CHAMPAGNES

AGENTS, THE JOS. GARBEAU CO., INC., N.Y.C.

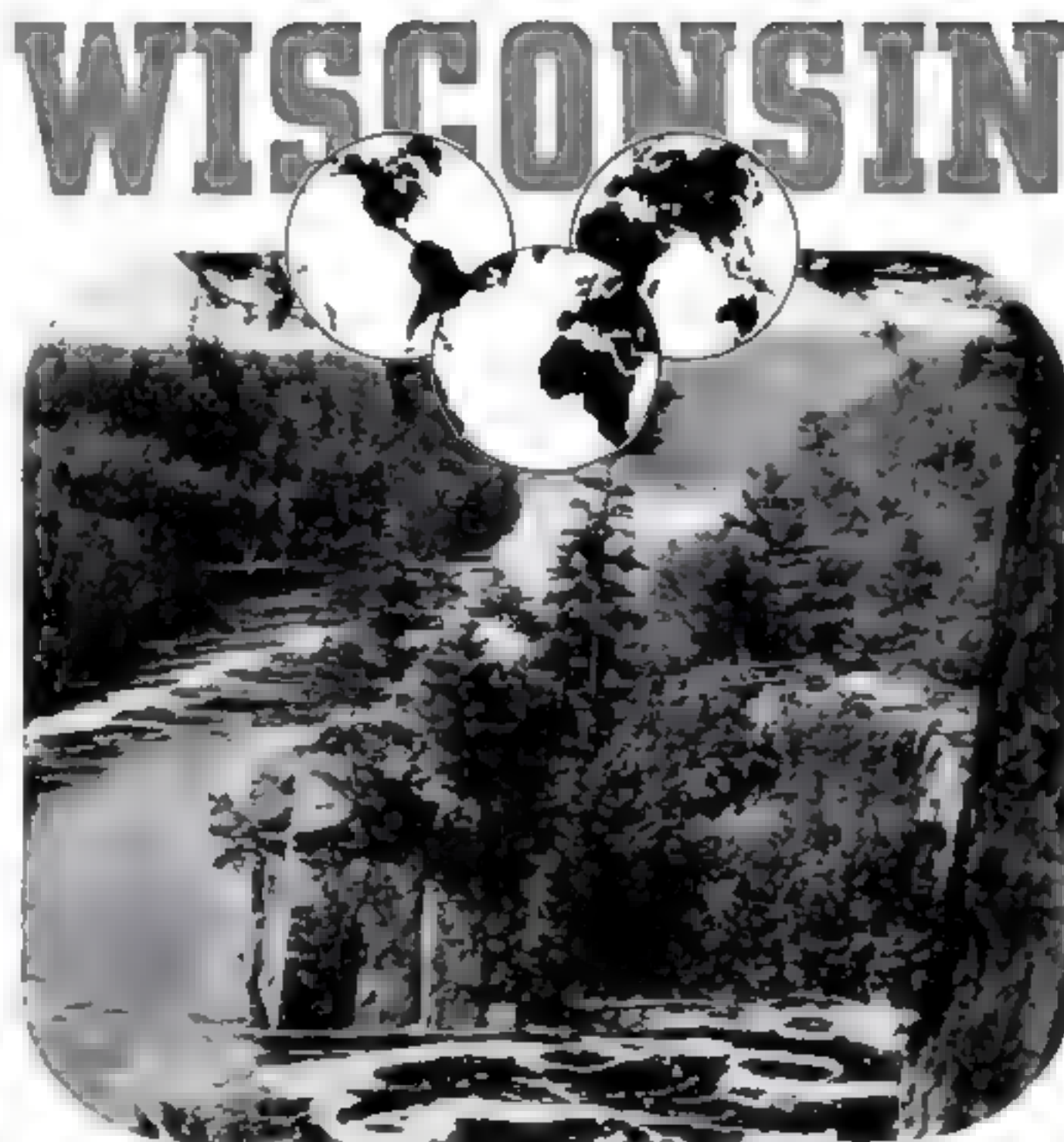
*This much more
EXCLUSIVELY in a
SHELVARD*



• MORE BEAUTY
• ECONOMY • CONVENIENCE
• USABLE SPACE • ACCESSIBILITY
EXCLUSIVELY IN

CROSLEY
ELECTRIC REFRIGERATORS

THERE'S A LITTLE BIT OF ALL THE WORLD IN



Wisconsin is truly a state of varied color and interest.

Cities as modern as tomorrow contrast with virgin forests where time stands still. There are hundreds of miles of beach along Lake Michigan and hundreds of miles of rugged, rocky cliffs along the Lake Superior shore. You can thrill to the grandeur of the mighty Mississippi and the beauty of the Apostle Islands. The tranquillity of pastoral country, rolling hills and quiet valleys, Indian camps, placid lakes and roaring rivers, quaint settlements with old world atmosphere—you'll find them all in Wisconsin.

In this state of 7,000 lakes and 10,000 miles of trout streams, you will find world-famous fishing waters. Crystal clear, sandy-shored lakes invite swimmers and bathers. Incomparable summer climate gives added zest to your favorite outdoor sport. Thousands of families make Wisconsin their summer recreation land, for sport, for rest, for play. We'd like to have you come, too.

RELAX IN WISCONSIN

WISCONSIN CONSERVATION DEPARTMENT
RECREATIONAL PUBLICITY DIVISION
ROOM 76, STATE CAPITOL, MADISON, WISCONSIN

Please send me, free, your packet of Wisconsin vacation literature.

Name _____
Address _____
City _____ State _____

WHERE FRIENDS AND NATURE MEET

RED DULL



● Your eyes are red... veins prominent. People think... "Out late!" Maybe you've been reading or working too hard... or driving in dust and wind. What can you do to make your eyes clear, wide-awake for the big meeting ahead...

FEW DROPS



● Quick! A drop of Eye-Gene goes into each eye. It's a brand-new kind of lotion... discovered by two prominent eye specialists. It has a special ingredient found in no other eye lotion...

EYES CLEAR



● Yes... almost instantly your eyes are clear and white. Those ugly red veins have cleared up! You look as though you've had a grand night's rest! Your eyes look bright and sparkling... and feel so rested and refreshed, too!

NEW DISCOVERY

● Eye-Gene! Thousands now use it regularly... to keep eyes clear, white, alert-looking. Wonderful for tired, overtaxed eyes. Not like old-fashioned lotions and washes. It's safe, stainless. At all drug and department stores.

EYE-GENE



When the Landscape looks like this
remember

**RED RAVEN SPLITS
LAXATIVE WATER**

For the morning after... only Red Raven Splits will bring you back.

Red Raven Splits did the trick before prohibition... is ready for you now at every fine hotel, club, drug store, grocer.

Also Billy Baxter Club Soda.

"One Night, one of Billy Baxter's Letters, for four-cents in stamps."

THE RED RAVEN CORPORATION
Cheswick, Pa.



**ANY PICTURE
ANYWHERE
ANY TIME**

Contax

Contax offers virtually unlimited scope. Vivid, candid shots, indoors in poor light. Fast action up to 1/1250 sec. ... detailed close-ups of animal and plant life, etc.

14 interchangeable Zeiss lenses. Numerous accessories. 3 models (model II has built-in exposure meter). At your dealer's. Write for literature.

**ZEISS
LENSES**

Carl Zeiss, Inc., Dept. C-8-5
445 Fifth Ave., New York
726 So. Hill St., Los Angeles

VAT 69
BLENDED SCOTCH WHISKY

BY APPOINTMENT

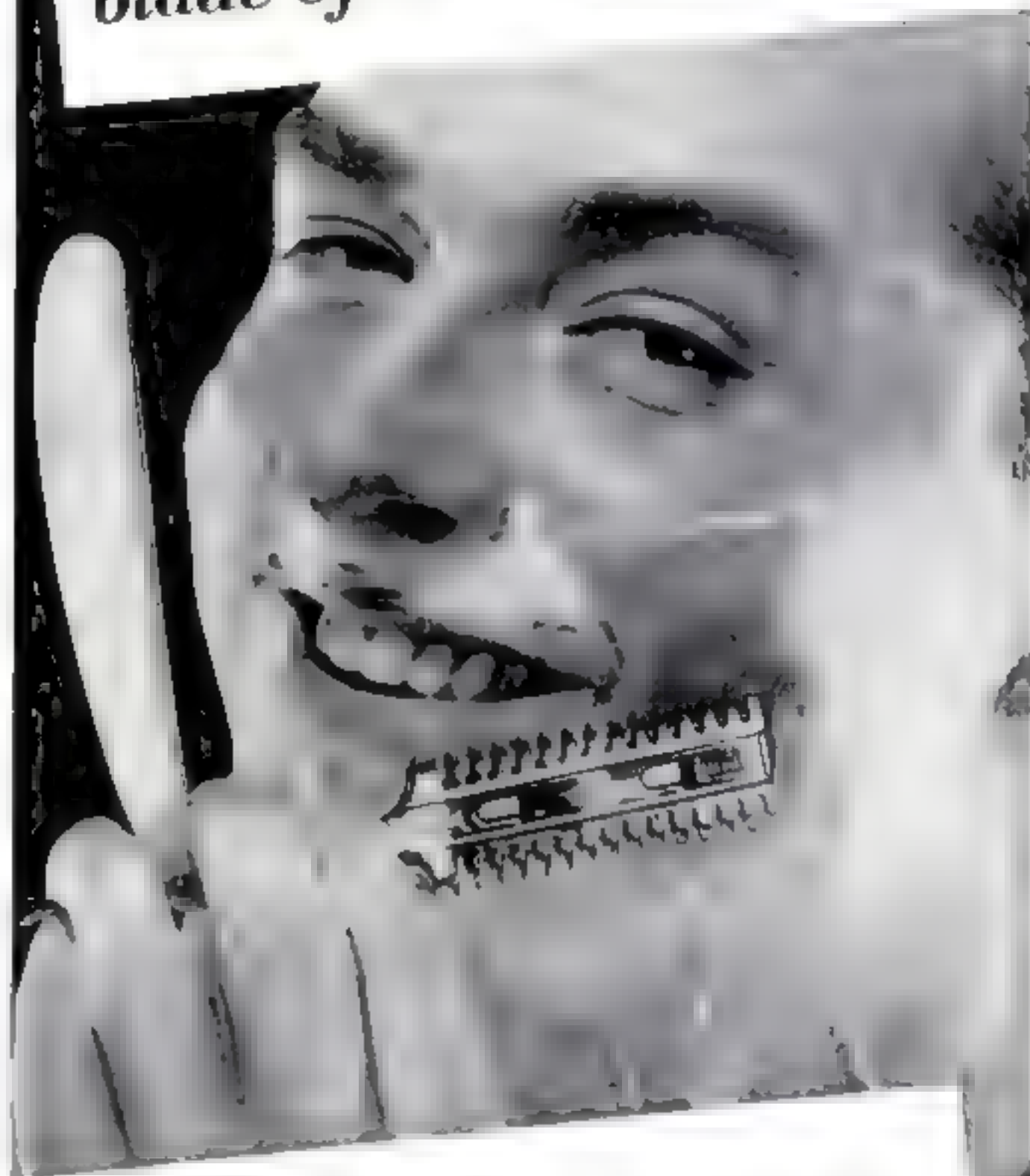
His Majesty's Proclamation:
Its Better Taste—
and Milder, Quality
—have made
Millions say
"Vat 69, please!"

86 PROOF

Imported
Exclusively by
PARK & TILFORD
IMPORT CORPORATION
New York, N. Y.

VAT 69
BLENDED SCOTCH WHISKY
Sole Agent for New York

The balance and cutting
blade of a "STRAIGHT-EDGE"



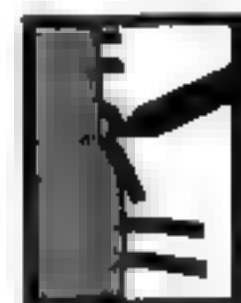
Now in a
SAFETY RAZOR

Shaves up and down like a "straight-edge"—never cuts into your face

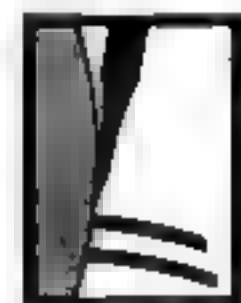
ANY man who has ever been shaved with a barber's "straight-edge" knows what a smooth, clean, close-cutting job it does. Now you can shave yourself with the very same type of razor your barber uses without fear of cutting your face.

The Durham Duplex is built and balanced like a "straight-edge"—yet is fully protected by a thin SAFETY guard. Its wide, "hollow-ground" blade of finest Swedish steel lies flat on your face. Shaves with the barber's up-and-down stroke—never hacks or cuts into the tender skin surface.

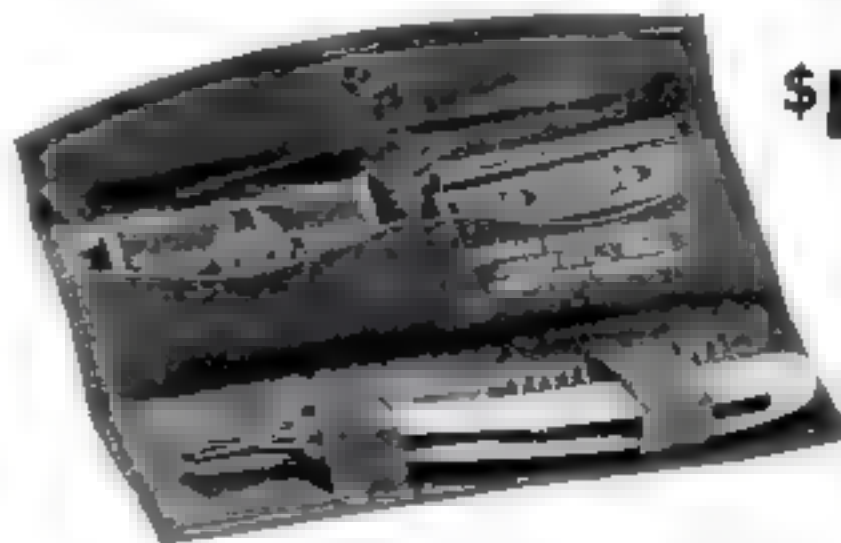
Get your Durham Duplex today. You'll thrill to its perfect balance and keen, smooth-shaving blade. In a few days, sore spots clear up and disappear.



Wedge-type razor blade "scrapes" off whiskers, tears the skin.



Durham Duplex Blade lies flat, cuts whiskers closer.



\$1.00

Complete Durham Duplex Outfit: Durham Duplex Razor, 6 "Hollow-ground" Blades, special Stropping Attachment, in red leather traveling case . . . \$1. Ask your dealer for this and other Durham Duplex models. If he does not carry them, write to Durham Duplex Razor Co., Jersey City, N. J.

THE TRUCK OF VALUE

GMC

CAB-OVER-ENGINE

SEE GMC FOR EXTRA VALUE

... for advanced stream-style with exclusive "dual-tone" color design ... for half-ton trucks with either short or long wheelbases and the biggest bodies available ... for either standard or cab-over-engine trucks ranging in capacity to 12 tons ... for either trailers ... for improvements and refinements that assure greater economy and improved performance ... and for prices that are extremely low.

Time payments through our own Y. M. A. C. Plan at lowest available rates

LOW PRICED
HALF-TON MODELS
IN TWO WHEELBASES

1½ TON STANDARD MODELS AT PRICES LOWER THAN AVERAGE

1½-Ton COE Model illustrated is priced with the lowest

GENERAL MOTORS TRUCKS & TRAILERS

GENERAL MOTORS TRUCK & COACH
DIVISION OF

YELLOW TRUCK & COACH MANUFACTURING COMPANY, PONTIAC, MICHIGAN

Leslie Howard says Luckies are "tops" with his throat

"Years ago, as an ambitious young actor, I was impressed how well my throat liked Luckies and how well they suited my idea of a perfect cigarette. That impression still stands. In my recent tour of 'Hamlet', with its many performances each week and the attendant tax on my throat, I have been convinced anew that this light smoke is both delightful to my taste and the 'top' cigarette for an actor's throat."

Leslie Howard

Notice how many professional men and women—lawyers, doctors, statesmen, etc., smoke Luckies. See how many leading artists of radio, stage, screen and opera, prefer them. Naturally the voices of these artists are all-important to them. That's why they want a light smoke. You can have this throat protection, too. The protection of a light smoke free of certain harsh irritants expelled by the exclusive "Toasting" process.

The Finest Tobaccos—
"The Cream of the Crop"



A Light Smoke

"It's Toasted"—Your Throat Protection

AGAINST IRRITATION
AGAINST COUGH

3217 WEST BATH PLAC
CHICAGO ILLINOIS
1-175-0-070726



ther doesn't mind
ating boy. Swift's
and brown-sugar
hen the label says...



*...the two most trusted words
in meat. Our 105th year.*

NEW GENERAL ELECTRIC *All-Transistor* MINIATURE PORTABLE



Model
P850*
Actual Size

VEST-POCKET SIZE FULL-ROOM POWER

Complete with accessory kit and gift box!

AN exciting new look in Portable Radios...the best-looking, best-performing radio for its size you've ever seen. Vest-pocket size...fits in the palm of your hand...weighs only 10½ ounces with battery. Custom-designed 2-inch speaker, 6 transistors plus diode, vernier tuning, built-in ferrite rod antenna. Complete with carrying case, earphone and battery, all in a rich leatherette jewelry box.



90-day warranty on both parts and labor. General Electric Co., Radio Receiver Dept., Utica, New York.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

MEDICINE



AS DELIGHTED 4- AND 5-YEAR-OLDS WATCH, NURSE DELORA PITMAN SHOWS

Hospitality on AN OAKLAND NURSERY SCHOOL

The nursery-school contingent, gleefully watching the nurse minister to the toy patient, was forehandedly learning what it is like to be sick and in a hospital. Their offbeat field trip had been arranged by the East Bay Children's Hospital in Oakland, Calif. which in the past four years has been host to hundreds of youngsters, trying to familiarize them with the medical world so that going to a doctor or even as a patient to a hospital would be less frightening.

The visitors looked at X rays of other children's stomachs,



HOW BREAKFAST IS SERVED TO A SICK CHILD BY FEEDING A TEDDY BEAR

Hospital Tour

LEARNS HOW IT IS TO BE SICK

including that of a girl who swallowed a pin. They peered down each other's throats, listened to each other's heartbeats. Two favorite diversions were cranking beds up and down and visiting the huge kitchen, where they were served juice and crackers. The hospital decided to serve refreshments when, after one tour, a child remarked, "I don't ever want to come to this hospital. They don't eat here." The success of the project was indicated when one of the children came to East Bay to have his tonsils removed. He said he wasn't scared—he'd been here before.

CONTINUED



The
happiest
scotch
'n soda



26.6 PROOF IMPORTED BY McKESSON & ROBBINS, INC.
NEW YORK, N. Y. ©McK & R 1953




**Mr. Smith's 115 years of experience means
superb carpet performance—every time!**

No fine craft is perfected quickly. It takes heartfelt interest, pride, patience, and long years of experience to develop a true craftsman. Mr. Smith, happily, is of the great old school of carpet making. That is why today, just as more than a century ago, every Alexander Smith carpet and rug gives you so much more than just the beauty that meets your eye. It's expert workmanship, good honest value; it's performance that lives up to your fondest expectations. Isn't that a reassuring thing to keep in mind when you buy your new carpet?

ILLUMINATION (shown) . . . color-within-color—a never-before achievement in carpeting—enriches and highlights the natural depths of this masterfully sculptured all wool Wilton. Unique, luxuriously beautiful, a superb addition to your home in 6 magnificent Living Colors.

And remember—all carpet looks better, wears longer over an Alexander Smith carpet cushion.

Alexander Smith 

295 FIFTH AVENUE, NEW YORK 16, NEW YORK

WEAVERS OF FINE CARPETS AND RUGS SINCE 1845



Playing doctor, 5-year-old Barbara Trutner listens through a stethoscope to the heartbeat of classmate Cathy Taggart, 4. The children took turns listening.



Inspecting throat of 4-year-old Katherine Reginato with a doctor's flashlight Barbara asks her to say "uh." The children also talked with young patients.



Examining nurse, Barbara looks into Miss Pitman's ear with an otoscope. "Will I feel better tomorrow?" Miss Pitman asked. Barbara thought she would.